



Stanley Machining & Tool Corporation

Stepping Forward with a Reduced Carbon Footprint

■ CHALLENGE

Stanley Machining & Tool Corporation is a precision machine shop serving an international customer base from its 120,000-square foot facility in Carpentersville, IL. Since founding the business in 1966, Stanley and Krystyna Trzaska have driven the company's growth through preparedness. By anticipating new market demands and investing in advanced precision machining and quality control technologies, they strive to keep their capabilities a step ahead of their customers' needs.

Today, the company's 125 employees manufacture complex components for equipment manufacturers in the energy, aerospace, transportation and medical industries. Some of its customers are developing solutions for the new wave of "green" energy generation technologies. As its customer base increases its commitment to environmentally friendly products and business practices, Stanley Machining & Tool was interested in adopting environmentally responsible energy management practices.

Although some environmentally friendly technologies—such as solar panel installations or business equipment with Energy Star efficiency ratings—have been available in the US for decades, the national renewable energy infrastructure is still in a start-up mode. As a result, small businesses are often challenged to find cost-effective ways to contribute to sustainable energy efforts.

Stanley Machining & Tool Corp. turned to Direct Energy Business for advice on how to step out as a leader in renewable energy.

■ THE BRIGHT IDEA

In recent years, Renewable Energy Certificates (or RECs) have emerged as one of the most cost-effective solutions for supporting renewable energy.

Renewable Energy Credits, or RECs, represent the positive technological and environmental attributes of energy generated from renewable resources like solar, biomass, wind, and hydro. When 1 mWh of electricity is generated with renewable resources, 1 REC becomes available for sale to consumers such as businesses. Purchasing a REC is currently one of easiest ways to help offset the environmental impacts of electricity generated by fossil fuels. The purchase supports projects that advance renewable energy technologies.

RECs not only offer a quantifiable method for demonstrating a commitment to supporting renewable energy but also provide businesses with a valuable promotional resource. Purchasing RECs empowers a company to promote themselves as a supporter of environment stewardship.

With this opportunity in mind, businesses often base their REC purchase on an interest in offsetting a certain percentage of their annual electricity consumption. This approach allows businesses to tailor an environmental commitment that makes sense for their budget and corporate responsibility objectives.



"Purchasing RECs was a simple way to launch our environmental program and motivate our team to think green."

*Karen Trzaska
Sales and Marketing Executive
Stanley Machining and
Tool Corporation*

■ A POWERFUL SOLUTION

With guidance from Direct Energy Business, Stanley Machining committed to offsetting 60 percent of its energy usage for two years using the Make Me Green™ product. Make Me Green RECs are Green-e® Certified. Green-e Energy was established by the non-profit Center for Resource Solutions to provide information and an objective standard for consumers to compare renewable energy options, and to verify that consumers get what they pay for. For more information on Green-e Energy certification requirements, call 1-888-63-GREEN or log on to www.green-e.org.

Direct Energy Business showed Stanley Machining how their selection of a 60 percent offset could open new doors for raising their visibility through established programs such as the Green Power Leadership Club, a special designation of the U.S. Environmental Protection Agency's Green Power Partnership program. This title demonstrates a renewable energy commitment that significantly exceeds the purchase requirement thresholds of agency recognition.

Now, Stanley Machining is seeking opportunities to share news of their environmental leadership with their customers and community. "As a manufacturing leader, we take our environmental responsibilities seriously. Our commitment to renewable energy is a long term investment for our industry and for our future," Krystyna Trzaska, the company's president said.

[Learn more about the corporate structure and leadership at Direct Energy Business and find recent company and wholesale energy news at www.directenergybusiness.com.](http://www.directenergybusiness.com)



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