

# POWER FORWARD IN RETAIL.



Lower the price tag of doing business with help from PSO.

Competition is stiff in the retail sector. With average net margins in the low single digits, every penny is precious. Improving efficiency and reducing electricity demand are surprisingly effective ways of boosting profitability. Retailers can increase net profit margins up to 1.26% by reducing energy use by about 10 percent.

## GET DEEP DISCOUNTS ON ENERGY-SAVING UPGRADES.

PSO offers rebates and services to reduce your costs.

**HVAC Rebates:** PSO offers rebates on unitary HVAC and HVAC variable frequency drives. Variable frequency drives prolong equipment life and improve energy efficiency by precisely varying the speeds of HVAC motors.

**Lighting Rebates:** High-performance LEDs reduce lighting costs by 75% or more. They also dramatically reduce cooling costs during summer months. PSO offers significant rebates to help your business upgrade to LEDs.

**Occupancy Sensor Rebates:** Occupancy sensors shut off lights and/or HVAC in unoccupied rooms. Install occupancy sensors to control unoccupied spaces and earn rebates from PSO.

**Peak Performers:** Peak Performer businesses earn cash incentives for voluntarily reducing peak electrical usage just a few times per year. These elite businesses help PSO keep rates affordable by reducing usage during periods of high demand.

## RACK UP SAVINGS WITH THESE LOW-COST TIPS.

- Turn off lights that aren't in use.
- Clean or replace HVAC filters monthly. Dirty filters waste energy and place unnecessary strain on your HVAC system.
- Adjust temperatures. A few degrees can make a big difference on your utility bills.

Rebates, power management solutions and higher profits? Cha-ching.

Shop for tips and rebates online at [PowerForwardWithPSO.com](http://PowerForwardWithPSO.com). Or call **888.776.1366** to learn more.