



New Jersey Board of Public Utilities

PRESS RELEASE

For Immediate Release:
April 27, 2010

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BEAUTY SCHOOL IN GLOUCESTER CITY TO CUT ENERGY USE BY AN ESTIMATED 27% UNDER EXCITING NEW INITIATIVE

School to receive \$84,709 incentive for energy efficiency improvements as the first participant in Direct Install

(TRENTON, N.J.) – Colleen Hogan, owner of PB School of Beauty Culture, Inc, in Gloucester City, N.J., knows a beautiful opportunity when she sees one. The savvy business owner is the first in the state to take advantage of the significant incentives available through Direct Install, an initiative offered through New Jersey’s Clean Energy Program (NJCEP) to assist small and mid-sized commercial facilities in becoming energy efficient.

NJBPU President Lee Solomon said, “Direct Install is a turnkey program utilizing a network of participating contractors to streamline the installation of energy efficiency improvements and cover the vast majority of the capital cost. In fact, business owners can qualify for incentives as high as 80 percent of a project’s total cost.”

Direct Install will make it possible for the PB School to upgrade lighting, HVAC and natural gas furnaces in the 13,000 square foot building. The cost of these projects totals \$105,886, but with Direct Install incentives of \$84,709 the school will pay just \$21,177 of this amount. These upgrades will slash the school’s energy bills by \$11,174 annually. Based on these savings, PB School of Beauty Culture should recover its share of the energy efficiency investment in less than two years.

According to Hogan, the majority of the school’s equipment is 20 years old, inefficient and costly. She wanted to provide a more comfortable environment for students and staff, while improving efficiency and reducing utility costs. Hogan is enthusiastic about the much-needed improvements and the energy and cost savings they will deliver.

“Without the incentives from Direct Install, we would not have been able to replace all of the equipment at once,” she said. “We would have had to spread the replacement out over a five year period. Direct Install is an excellent opportunity for small businesses to reduce operating costs and increase profitability.”

This debut project will be completed by the Cherry Hill-based Hutchinson Mechanical Services. In business for 62 years, Hutchinson Mechanical had to undergo a thorough approval process to become a Direct Install Participating Contractor.

“Hutchinson has always been in the business of providing comfort and savings. The Direct Install Program is a perfect extension of the services we offer,” said owner Ed Hutchinson. It helps businesses that would not otherwise have the resources to enjoy the savings of today’s most efficient HVAC and lighting systems. Needless to say, we are happy that the New Jersey Board of Public Utilities had the confidence in our team to include Hutchinson as a participating contractor in the program.”

“We are thrilled to kick off the Direct Install initiative with such a worthwhile project,” added President Solomon. “PB School of Beauty Culture is setting a wonderful example for small to mid-sized commercial entities throughout the state.”

For more information on Direct Install, including eligibility, or for details on other initiatives and incentives available to local governments, businesses and residents to implement clean energy or improve energy efficiency through New Jersey’s Clean Energy Program, visit www.NJCleanEnergy.com or call 1-866-NJSMART.

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About the New Jersey Board of Public Utilities (NJBP):

The New Jersey Board of Public Utilities is a state agency and regulatory authority mandated to ensure safe, adequate, and proper utility services at reasonable rates for New Jersey customers. Critical services regulated by the NJBP include natural gas, electricity, water, wastewater, telecommunications and cable television. The Board has general oversight responsibility for monitoring utility service, responding to consumer complaints, and investigating utility accidents. To find out more about the NJBP, visit our web site at www.nj.gov/bpu.

About the New Jersey Clean Energy Program (NJCEP):

New Jersey’s Clean Energy Program, established on January 22, 2003 in accordance with the Electric Discount and Energy Competition Act (EDECA), provides financial and other incentives to the State’s residential customers, businesses and schools that install high-efficiency or renewable energy technologies, thereby reducing energy usage, lowering customers’ energy bills and reducing environmental impacts. The program is authorized and overseen by the New Jersey Board of Public Utilities (BPU), and its website is www.njcleanenergy.com.