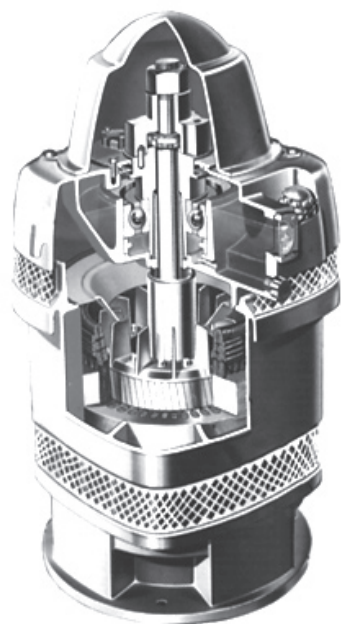


Whether you want to “go green” or just **SAVE** some green, call **Brandon & Clark, Inc.** to see what **NEMA Premium Efficiency motors** can do for you.

What goes into a NEMA Premium Efficient motor?



- More copper in the windings
- Additional lamination steel in the rotor and stator
- Better fan and air stream design
- Lower loss electrical lamination steel
- Thinner laminations
- Fully processed silicon steel
- Tighter controls on manufacturing tolerances
- Reduced rotor end ring resistance
- Copper bar rotor

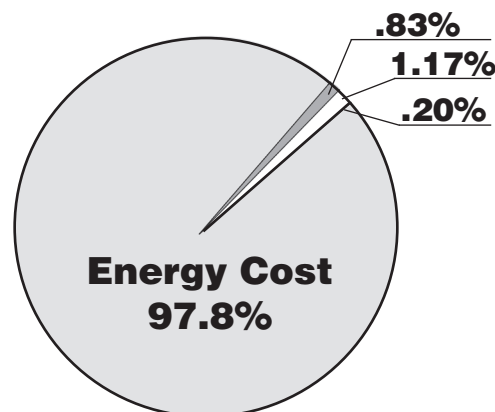
Why is an Energy Efficient Motor Important?

Over half of all electrical energy consumed in the United States is used by electric motors. Improving the efficiency of electric motors and the equipment they drive can save energy, reduce operating costs and increase productivity. Energy efficiency should be a major consideration when you purchase or rewind a motor. The annual energy cost of running a motor is usually many times greater than its initial purchase price. For example, even at the relatively low energy rate of \$0.04/kWh, a typical 20-horsepower (hp) continuously running motor uses almost \$6,000 worth of electricity annually.

What is an energy-efficient motor?

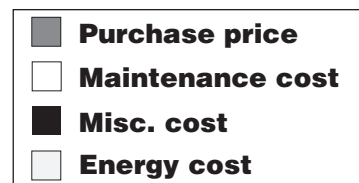
Motor efficiency is the ratio of mechanical power output to the electrical power input, usually expressed as a percentage. Considerable variation exists between the performance of standard and energy-efficient motors. Improved design, materials, and manufacturing techniques enable energy-efficient motors to accomplish more work per unit of electricity consumed. Energy efficient motors offer other benefits. Because they are constructed with improved manufacturing techniques and superior materials, energy-efficient motors usually have higher service factors, longer insulation and bearing lives, lower waste heat output, and less vibration, all of which increase reliability. Most motor manufacturers offer longer warranties for their most efficient models.

So, what's the REAL cost of a 100hp motor?

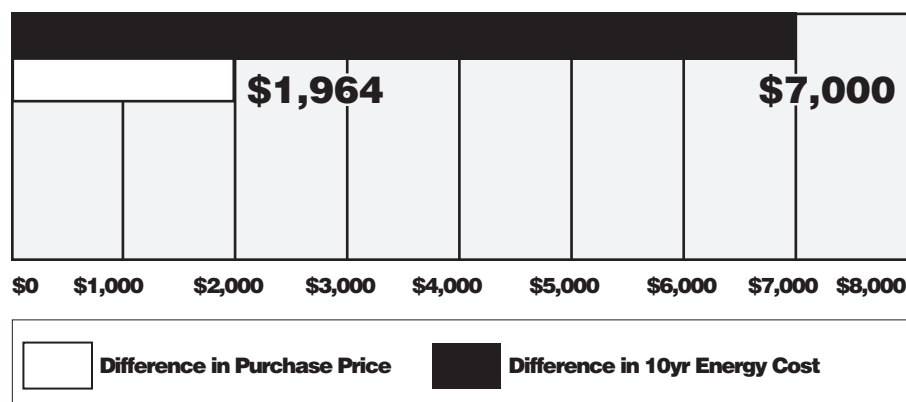


“Energy Cost makes up 97.8% of the total cost for a 100hp motor over a 10 year expected lifecycle.”

DOE's Energy Efficient Motor Selection Handbook, 1993



The REAL opportunity for saving money on a motor purchase isn't in finding the motor with the cheapest purchase price, but rather in finding a motor that will cost less to operate over its lifetime.



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