

DSM PROGRAM OPPORTUNITIES FOR UTILITIES

USING A UNIQUE PRODUCT NOT AVAILABLE THROUGH RETAIL STORES

Older buildings with *HOT WATER SYSTEMS* using convectors or radiators will benefit by installing Novitherm™ Heat Reflectors which will reduce heating costs and improve occupant comfort.

- Proven technology with consistent measured savings above 10%
- DSM program savings based on 10% of space heating load
 - 6.5% with Novitherm™ Heat Reflectors
 - 3.5% with subsequent boiler temperature adjustment
- Positive Total Result Cost (TRC)
- 0% Free-ridership rate which will last for years
- Unique program on its own or complementary measure to boiler retrofits.
- Assists condensing boiler technology by reducing operating boiler temperature.

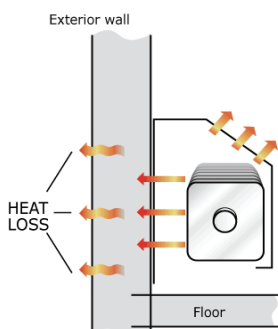


- Easy to install - DIY or professional
- installation for larger projects
- Targets older buildings which are high energy users
- Improves the coefficient of performance (COP) of ground-source heat pump systems in older buildings by allowing it to operate at a lower temperature
- Deliverable in many program formats

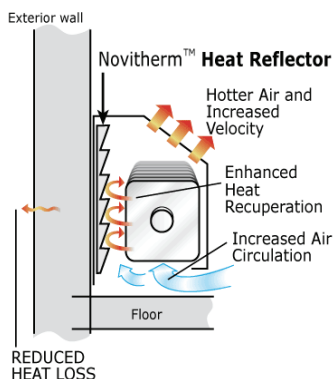
- Thousands of homes, apartment buildings, schools, churches, hospitals and military buildings have installed *Novitherm™ Heat Reflectors* in North America
- Used in Canadian gas utilities since 2000; implemented by Union Gas in 2010; current pilot project with DTE Energy in Detroit for fall 2010

One Utility DSM Account Manager in Canada produced almost 1 million TRC dollars with the Novitherm™ Heat Reflectors in 2009!

NO REFLECTOR



WITH REFLECTOR



Start planning now.

For free consultation call toll free
1 888 296 8426 or visit our website
www.novitherm.com

NOVITHERM™
HEAT REFLECTORS

VARIOUS PROGRAM FORMATS USED FOR THE DSM MEASURE

ENERGY EFFICIENCY INCENTIVE PROGRAMS

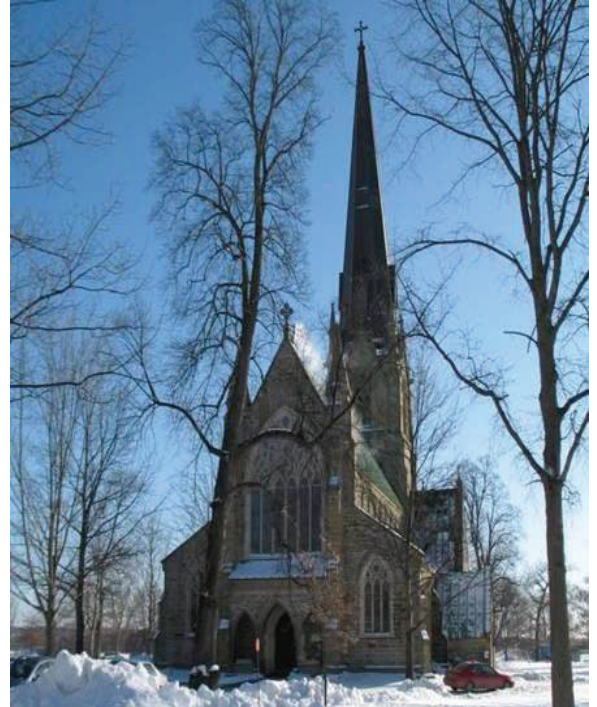
For commercial, multi residential and institutional buildings based on prescriptive savings of 10% off the heating load, the incentive varies between utilities - from 10¢ to 35¢ per annual cubic meter of natural gas saved (approximately 30¢ to 1\$ per therm of ccf). There is usually a maximum annual incentive per building. Each project is a custom program. A second format bases the amount of the incentive on 15% of the installed project costs. Leads are generated through utility sales people, building owners, property managers, building auditors, etc. and passed to the utility business partner who provides a site specific proposal to the client at no charge. Once the installation has been completed, verification is provided to the utility and an incentive check is issued to the client. This format has been used by Enbridge Gas Distribution, Gaz Metro (thru FEE) and Union Gas.

LOW INCOME/MASS MARKET – RESIDENTIAL

For low income residences, installation and product was supplied at no charge to the end user. For private residences, up to 39 Novitherm™ Heat Reflectors were supplied at no charge for a DIY installation. A Delivery charge of \$25 was paid by the home owner. A process to verify installation was required. This format has been used by Gaz Metro (FEE) and Enbridge Gas Distribution.

INSTITUTIONAL/CHURCHES

Novitherm™ Heat Reflectors were supplied at no charge for a DIY installation. A Delivery charge of \$25 was paid by the end user.



NEXT STEPS TOWARDS IMPLEMENTING A Novitherm™ Heat Reflectors DSM PROGRAM:

1. Does a 'long term market transformation' program fit within your DSM parameters?
i.e. programs like shower heads are TRC positive but show decreasing returns as the market is saturated. As free-ridership rates increase, it eventually becomes TRC negative. The Novitherm™ Heat Reflector program will progress more slowly but maintain a high impact for both TRC and your customers.
2. If the answer to #1 is 'yes', contact Novitherm™ for free consultation regarding information available such as savings verification and case studies; a selection of historic program information; updates on current pilot projects.
3. Novitherm™ will work with you to develop a budget and the best type of pilot program suited for your territory. Once the pilot project is approved, a minimum of three months of heating season will be required for measurement. The timing of the pilot project will determine how quickly you can implement a DSM program with Novitherm™ Heat Reflectors.

**LET US HELP YOU REACH
YOUR DSM OBJECTIVES!**

**NOVITHERM™
HEAT REFLECTORS**

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