

GREEN BUSINESS QUARTERLY

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USGBC
MEMBER ISSUE

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PLUS

A LOOK AT USGBC'S NEW HEADQUARTERS—
LEED V3 PUT INTO ACTION



CONTRACTORS & BUILDERS

Retail
construction

LOCATION:
Garfield, NJ

USGBC MEMBER SINCE:
June 2008

EMPLOYEES:
28



This 10-kilowatt wind turbine is used on retail and commercial spaces.

ALL-RITE CONSTRUCTION COMPANY, INC.

BY JENNIFER KIRKLAND

ALL-RITE CONSTRUCTION COMPANY, INC., a commercial construction company focusing in the retail sector, began looking for ways to diversify in a down economy in early 2009. Its attention to sustainable practices had been increasing over time, and the company was drawn to the emerging market of renewable energy.

Most of All-Rite's work is in retail construction, and with their long store hours, energy is often the biggest expense for retailers. All-Rite met with the inventor of a series of wind turbine energy systems and decided to add the system to its existing services, introducing a new branch of the company called ARC. "With wind turbine energy, we can help our clients increase energy efficiency, lower their carbon footprint, and save

money in a down economy," says Warren Zysman, president.

These urban turbines float on earth magnets, producing no resistance, and even light winds get the blades moving and producing energy. Units are mounted on top of buildings, and they are quiet and require very low maintenance, as opposed to the large towers that use conventional propellers and moving parts that are expensive to maintain. "These were designed specifically for urban environments," says Zysman. The meter spins in both directions, giving the owner the ability to produce power for the building's use and sell the excess.

Units range in size, from 2.5 for a typical home to 50 kilowatts for larger buildings, and next year, one- and two-megawatt ver-

sions that can support multistory buildings will be introduced. "If cities start rolling this out in earnest, they can really lower their dependence on the grid, eliminate brownouts, and lower pollution as a result," says Zysman. As for the payback, he says, "The larger the unit, the better your return. We've been focusing on larger companies for that reason." The smallest unit costs \$13,690, and federal rebates and tax incentives help make it even more affordable.

In the current business and economic climate, and given the costs of energy and oil, Zysman says the timing of introducing the wind turbines is just right. The US manufacturing base has almost dried up, but the turbines are manufactured in Michigan, with many auto industry workers who had lost their jobs producing them. All-Rite is proud

A rendering showing potential for advertising using All-Rite's wind turbines in a retail environment.



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Warren Zysman, President

to contribute to these positive changes. “We’re trying to guide our retailers to be greener,” says Zysman. “It’s a slow education process, but they’re starting to get on board now. In the last few years, it seems everyone has gotten it.”

All-Rite supports this process with hands-on service from a principal of the company with every client. “Once they get comfortable with you,” says Zysman, “they trust you more and give you work in a wider area.”

The company has been promoting urban wind turbines at trade shows across the country, including the Public Service Electric and Gas GreenFest in New Jersey, the International Council of Shopping Centers convention in Las Vegas, and the Commercial Construction Show in Phoenix, and has gotten a tremendous response. “We handed out 1,000 brochures just in New Jersey,” says Zysman.

All-Rite’s main objective for ARC is to get the word out and grow this side of the business. It has grown with national retailers all along, starting out with a

concentration in the New York metro area and gradually taking on projects from Maine all the way to South Carolina. Soon, ARC will be installing a 10-kilowatt unit atop Jay Leno’s garage housing hundreds

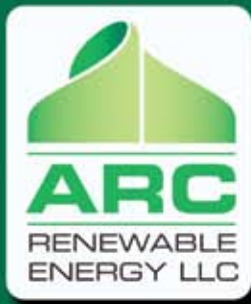
of high-end and vintage cars in Burbank, California. Zysman says, “He wanted to be the first. Once he has it and people know about it, I think it’s going to explode from there.” GBQ

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