

Growing Demand For Solar Power Systems

Roman Electric encourages customers to look at both sides of the environmentally-friendly electrical energy issue. One is renewable energy sources like power from solar panels and wind turbines. The other side is energy-efficiency, which is much easier to develop.

More businesses are looking at solar power systems as prices decrease. Substantial tax credits and rebates also improve the bottom line for solar

Three Roman electricians install hardware and wiring for the rooftop solar system.



investments. GE Medical is putting hundreds of kilowatts of solar panels on their roof. Johnson Controls

Johnson Controls generates electrical power with the largest solar panel field in Wisconsin: 1,452 panels generating 250 kva of power at peak.



installed a 320 kilowatt system in their front yard. MATC is planning a 1,200 kilowatt solar system on land it owns.

Roman installed a 5 kilowatt system on its roof to show people how solar

systems work and demonstrate the electric power generated by photovoltaic panels. While Wisconsin doesn't offer as much annual sunlight as Western states, the panels are actually more productive in cold weather with direct sunlight. The semi-conductors that

Roman Electric installed a 5 kilowatt, 30 photovoltaic panel solar system on its roof to demonstrate solar panel installation and power generation.

convert sunlight into electricity are less efficient in higher temperatures.

Installed solar panel systems cost around \$8,000 per kilowatt. The federal government provides a 30% tax credit, Focus On Energy will rebate about 25% and WE Energies will pay \$900 per installed kilowatt. Total incentives pay 60-75% of the installation cost.

Paybacks still range from 10 to 20 years but that assumes energy costs will remain the same, which



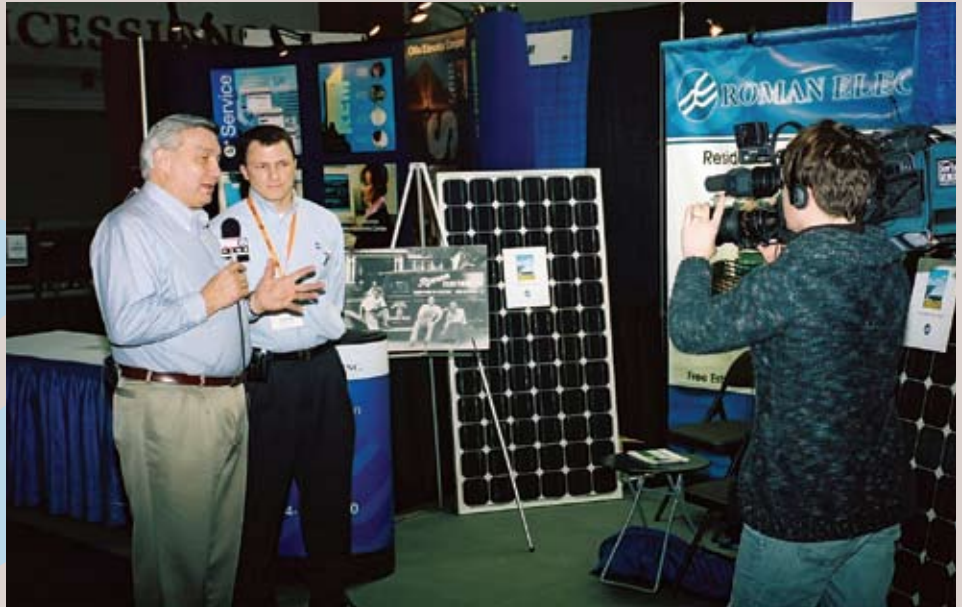
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Reporter Gus Gnorski of Channel 6 WITI interviews Gabe Rose, Roman Vice President – Design & Engineering, at the Plant & Facilities Maintenance Show. Gabe explained the benefits and paybacks of photovoltaic panels (center) and energy-efficient lighting systems.

is highly unlikely. Though not what businesses would call a good return on investment, solar offers those concerned about the environment the opportunity to make an immediate impact and can reduce their dependence on utility coal-fired plants.

If electrical rates increase, the utility will be buying back energy you don't



use at higher rates which could give you a 5-10 year payback on your solar power investment.

Roman Electric installed one of the first solar systems in the area in 2003 at the

Schlitz Audubon Nature Center. The Nature Center's new "green" building included a 10 kilowatt solar photovoltaic system which converts sunlight directly into electricity.

A 10 kilowatt rooftop solar system (below) helps power an office building in Illinois.



Roman installed one of the first local solar systems (left and above left) at the Schlitz Audubon Nature Center in 2003.



24-HOUR EMERGENCY SERVICE
(414) 771-5400



ROMAN ELECTRIC CO., INC.

640 South 70th Street
Milwaukee, WI 53214
(414) 771-5400

2900 Wisconsin Street
Sturtevant, WI 53177
(262) 886-3742

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www.romanelectric.com

