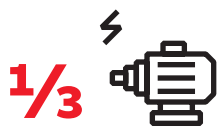


Let's talk about energy efficiencies...

Globally, the demand for electricity will grow faster than any form of final energy. Thus, emissions will keep rising. **There is tremendous amount of pressure to reduce carbon footprint.**

Why focus on motors?



Motors consumes about 1/3 of the world's electricity.



That number is expected to **double** by 2040.

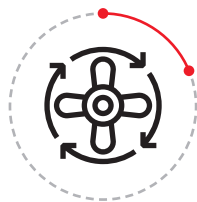


...equivalent to adding an electricity market the size of China.

Who are the biggest users?



In the U.S. **PUMP SYSTEMS** account for **40%** of the total industrial motor systems electricity consumption.



In the U.S. **FAN SYSTEMS** account for **20%** of the total industrial motor systems electricity consumption.



In the U.S. **COMPRESSED AIR SYSTEMS** account for **22%** of the total industrial motor systems electricity consumption.

How can I make my operation more efficient?

Upgrade to the **new Baldor-Reliance® Ultra-Premium IE5 EC Titanium™** motor and integrated motor-drive package.



These variable speed motors are highly efficient at full and partial loads.

- **Up to 16%** efficiency gain at partial load and speed compared to IE3.
- **Up to 40%** energy savings when combining drives to control motors.



Cut the cord between motor and drives for higher efficiency gains.

And it pays back...

The payback time for using a variable speed motor with an integrated drive package is very short, and the return on investment can come within months.



92% Energy
3% Maintenance
5% Purchase and installation

According to life cycle approach, the purchase price of a motor and drive is just a few percent compared to the energy spent to run the equipment over its lifetime. **Click here for more info.**