



Shmaze Custom Coatings

Firm Finishes With Satisfied Customers and Energy Savings

At age 19, Michael Shamassian started a business custom painting cars, jet skis, and boats. He'd found his passion. After several years of hard work, he parlayed his expertise and transitioned his Orange County, CA-based company into the successful Shmaze Custom Coatings, which provides its customers with unique coating requirements and standard and high-end plastics finishing options.

As with most growing industrial companies, as Shmaze flourished, energy usage became an increasingly significant cost. So in 2012, Shamassian began working with SCE on ways to lower energy usage, including through incentive programs to help offset the cost of purchasing more efficient equipment.

Annual Energy Savings of 360,000 kWh

"Education helped start the incentive process," said Shamassian. "If the incentive is there, we strive to use it because it saves us money. We're going to find ways to make logical and sound decisions to save on energy costs."

Shmaze used both energy efficiency (EE) and demand response (DR) programs to

maximize the company's energy savings. The company also accesses My Account to monitor and track ongoing energy consumption, particularly during high-demand periods.

For EE, Shamassian utilized the Energy Efficiency Customized Solutions program, which offers tailored equipment upgrades that can obtain even deeper savings and higher incentives, to install:

- interior light-emitting diode (LED) fixture replacements, and
- a high-efficiency industrial blower on a regenerative thermal oxidizer (RTO), which destroys volatile organic compounds emitted during operations. The company put in a variable frequency drive on the RTO blower to reduce the system's overall electrical energy consumption while enhancing the ability to control the system.

Shmaze received incentives of more than \$33,400 for the industrial blower, and nearly \$7,700 for the lighting upgrades. Together, the two projects saved the company nearly 360,000 kilowatt-hours annually.

Project Overview

SCE Programs Utilized:

- Energy Efficiency Customized Solutions
- Summer Advantage Incentive (SAI, also known as Critical Peak Pricing, or CPP)
- Summer Discount Plan (SDP)

Results:

Annual savings of **360,000 kWh**

More than \$41,000 in incentives for these measures

More than \$10,500 in SAI and SDP bill credits in 2012 and 2013

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Michael Shamassian
 President
 Shmaze Custom Coatings

Two-Year Demand Response Bill Credits of \$10,500

In addition, Shmaze signed up for DR programs, which reduce energy consumption during peak-usage hours and relieve stress on the electricity grid in exchange for bill credits that offset energy costs.

The company started in 2012 with the Summer Advantage Incentive (SAI), also known as Critical Peak Pricing (CPP). During SAI events, Shmaze voluntarily reduces afternoon electricity usage through measures such as turning off a significant amount of lighting and adjusting work times and production.

In 2012, Shmaze received more than \$3,600 in SAI credits. In 2013, the company joined the Summer Discount Plan (SDP), an air conditioner compressor cycling program, in addition to SAI. Shmaze earned nearly \$6,900 in bill credits in 2013 by participating in SAI and SDP.

Shamassian explained, “Our employees have worked together great with us. [The programs] really have helped us mitigate a lot of our costs and keep them under control during the year.”

Staying Competitive & “In the Game”

Shamassian credited his partnership with the team at SCE for making Shmaze aware of additional energy-saving programs. “A businessperson needs to take advantage of every possible avenue of cost savings,” he said. “[SCE] is always trying to help me see another plan I’m not aware of. If it’s going to help us we’re probably going to jump on it.”

With this support, Shamassian is looking at several EE initiatives to come, from tinted windows and roof foam, to more efficient compressors, solar panels, and a wind turbine to help offset electricity usage.

Given his company’s energy management leadership, Shamassian also wants other businesses to see what’s possible. When manufacturing industry leaders visit Shmaze’s design studio, “they leave with a whole new understanding of what we’re doing. [They see] a group here that’s doing something really innovative. In California we need to do this to stay competitive and in the game.”

There’s no doubt that for the company that provides the highest-quality finishing options, its energy management efforts are clearly far from finished.

As a business owner or manager, you have a wide selection of savings opportunities, and we can deliver energy management programs and solutions with incentives and bill credits to go with them. Our energy management solutions offer a range of efficiency options, developed with your industry in mind, to help your business maximize savings over the long term through the permanent and temporary reduction of electricity usage.



Michael Shamassian



To learn more about SCE energy management solutions, ways to reduce your energy usage, and manage your energy costs, visit sce.com/business or call your SCE Account Manager.

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