

**Small Business Development Center
Penn State**

Helping businesses start, grow, and prosper.

**Business proves that they “coin”
become energy efficient**

“I can confidently say that the SBDC EMAP has equipped me, not only with a business plan, but also with the knowledge and insight to understand the various aspects of the plan, from marketing to financial projections and understanding the importance of becoming energy efficient and showing me the savings.”

Robin Holt, Owner

Robin Holt
Rt 53 Laundromat
101 Baineys Rd
Philipsburg, PA
Clearfield County

Industry: Coin-operated laundromat

Year Established: 2007

SBDC Assistance: Energy efficiency, pollution prevention

Additional Partners: North Central Regional Planning and Development Commission; Northwest Savings, DEP, and DCED (funding)

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July 2008



Route 53 Laundromat is a progressive coin-operated laundromat that is attached to a small modular home court owned by Robin Holt. Robin and her husband Jim Holt have owned rental properties for approximately 10 years; at the present, they operate six rental properties. They currently perform all of the accounting of their investments and attend to any repairs themselves, making Robin and Jim a truly small business. Robin, a management student at Lock Haven University, made the decision that she would like to offer a highly energy efficient laundromat to her community. Unsure as to how she would fund such an endeavor, Robin sought guidance from the Penn State Small Business Development Center (SBDC) business consultant Linda Feltman, who referred her to the SBDC Environmental Management Assistance Program (EMAP) in August 2006. Meanwhile, Linda worked with Robin to develop a business plan for her pre-venture business.

The regional environmental specialist, Heather Fennessey, was able to immediately help Robin out. Robin and Heather began drafting an application for the Pennsylvania Pollution Prevention Assistance Account (PPAA) loan to help purchase ultra energy efficient washing machines and dryers to reduce water consumption, wastewater generation, and energy costs. PPAA loans are low-interest (2%) loans for pollution prevention and energy efficiency projects that show a payback of less than 10 years. An application was submitted for 75% of the project costs (\$38,154) December 2006.

In a few weeks, Robin found out that the project was eligible for funding and she requested a Nonprejudicial Review so she could proceed with the project. She purchased ten (10) Maytag Commercial 20 lb. High Efficiency Neptune Front-Load Washer-Extractors, which are ENERGY STAR® qualified, and six (6) Maytag Commercial 30 lb. Stack Dryers. Although ENERGY STAR® does not rate clothes dryers, the dryers that were installed are energy efficient, and use almost 30% less energy than standard dryers. These dryers had the lowest BTU consumption on the market at that time.

Installing the energy efficient Maytag washers and dryers has helped Robin and Jim to **reduce operating costs by approximately \$6,142 annually!** This includes a projected water usage reduction of 360,760 gallons per year, which will save Route 53 Laundromat \$2,069 annually. Wastewater will also reduce by 360,760 annually, lightening the load on the local wastewater treatment facility. Their annual energy consumption is expected to be reduced by 1,462 kWh of electricity and 2,120 gallons of propane. The energy consumption decrease translates to \$4,073 annually. These savings have equated to an air pollution reduction of over 2,300 pounds annually.

Robin and Jim’s vision of owning and operating a laundry facility that has a minimal environmental impact has finally come to light with the assistance of the SBDC and EMAP.



Project Cost

Equipment	\$47,411
Labor	\$835
Total Project Cost	\$48,246
Low-Interest Loan Received	\$36,184
Traditional Bank Loan	\$12,062

Economics

Indicator	Projected
Net Cost Savings	\$6,142
Capital Cost	\$48,245
Payback Period	7.9 years

Environmental Savings

Indicator	Projected Annual Savings
Electricity	1,462 kWh
Water	360,760 gallons
Propane	2,120 gallons
Air emissions from electricity generation	
Carbon dioxide (CO2)	2,266 lbs
Sulfur dioxide (SO2)	14 lbs
Nitrogen oxides (NOX)	4 lbs
Mercury	33 lbs