



SUCCESS STORY

RECENT SOUTHEASTERN CONTAINER PROJECTS SAVE 2.7 MILLION KILOWATT HOURS OF ENERGY IN BOWLING GREEN

Efficiency projects deliver massive local investment and energy savings

Companies set sustainability goals to reduce their costs, boost their resilience, and reduce their carbon footprint, among other strategic objectives. Cities can help companies deliver on these goals—and strengthen the local economy—by contracting with a partner like Efficiency Smart to provide energy efficiency services and incentives.

In Bowling Green, Ohio, Efficiency Smart recently worked with the local Southeastern Container plant to secure more efficient equipment that saves 2.7 million kilowatt-hours (kWh) of energy annually. That’s the equivalent of powering 250 homes each year. These energy savings are also expected to result in more than \$270,000 in annual electric savings for Southeastern Container’s Bowling Green facility.

“We’re very excited about it,” said Tyler Williams, Plant Engineer. “These projects help us drive down the costs of manufacturing and motivate our company to keep investing here in Bowling Green.”

Industrial Efficiency Can Net Huge Savings

Southeastern Container is a manufacturing cooperative that produces plastic bottles and preforms primarily for Coca-Cola. Its mission is to be a leader in environmentally sustainable packaging within the bottling community, a goal that aligns closely with Coca-Cola’s goal to reduce its global greenhouse gas emissions by 25 percent by 2030.

Efficiency Smart and the Southeastern Container Bowling Green plant have partnered for almost a decade to reduce energy use and operational costs. The plant won an Efficiency Smart Ambassador Award for its energy efficiency progress in 2013, and another in 2022—the first company to receive the award twice. In total, Efficiency Smart

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John Johnson
General Manager,
Southeastern Container



5,300,000

kWh of annual energy savings since 2013



\$6,700,000

savings over the lifetime of the installed products

has helped Southeastern Container save 5.3 million kWh of energy annually since 2013. Southeastern Container is also expected to save \$6.7 million over the life of the installed products.

“Bowling Green is committed to the success of its local industries and businesses,” said Bowling Green Mayor Mike Aspacher. “Our community is also committed to the sustainability initiatives demonstrated by this project. I look forward to continuing our successful partnership with Southeastern Container and Efficiency Smart and applaud Southeastern Container’s commitment to sustainable solutions like energy efficiency.”

Most recently, the plant worked with Efficiency Smart to install energy-efficient manufacturing equipment: an injection molding machine that produces small preform plastic containers and a blow molding machine that transforms the preforms into beverage bottles. The machines were a significant investment, but Efficiency Smart was able to verify that they would also deliver substantial energy savings. To further encourage the investment, Efficiency Smart provided a financial incentive to Southeastern Container to help with the cost of the upgrades.



Participation Fuels Strong Partnerships

From LED lighting projects to efficient industrial machinery and processes, Southeastern Container is committed to maximizing its energy-saving potential in Bowling Green. As a result, Southeastern Container’s relationship with Efficiency Smart and the City of Bowling Green has grown strong over the years.

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The Southeastern Container plant is considering the addition of two more energy-efficient molding machines. Efficiency Smart is excited to continue to work with Williams and his team to explore the savings potential of these and other efficiency projects.

“What’s so crucial to Efficiency Smart and the utility is that the customer is thrilled with the work we did and feels we really are part of the team,” said Efficiency Smart Account Manager, Joey Boston.

“When we need a new machine or program, we know that there is a potential incentive coming in addition to our energy savings—that is a good thing,” said Williams. “It’s another way to reduce our costs and justify our investments.”

Set Up an Efficiency Program Today

The City of Bowling Green Electric Department is one of the municipal electric utilities that takes advantage of the Efficiency Smart program to lower energy usage for commercial and residential customers. Since 2011, Efficiency Smart has helped residents and businesses use less energy and save money in more than 60 communities in four states. For more on how your business or community can engage, please contact us.