

TED

the ELECTRICAL DISTRIBUTOR



TECH SPECS

FIVE DISTRIBUTORS TALK
ABOUT THE SOFTWARE THAT
HELPS KEEP THEM ON TOP



CURRENT
BUDGETING IN 2011

FEATURE
GREEN MARKET REPORT:
SAFETY FROM THE STORM



PHOTO COURTESY OF ASBE

The ABCs of green

Sustainability is a hot topic, making awareness of the organizations and trends shaping this marketplace a must for electrical distributors. **by Susan Bloom**

"A high-performance green building is the ideal starting place for organizations to focus their sustainability efforts," said Craig Zurawski, executive director, Alliance of Sustainable Built Environments (ASBE). "Green buildings not only extend the world's supply of natural resources and provide healthy and safe working environments, but also have a quantifiable, positive impact on the financial balance sheet. The unique role that electrical distributors play in bringing green building solutions, knowledge, and experience to the market is necessary and vital to this goal and helps deliver the triple bottom-line benefits that today's customers are looking for."

LEED, ASHRAE, USGBC...all are key acronyms associated with today's green market, but if all that these and other sustainable groups and initiatives currently represent to you is alphabet soup, take heart. Here is an overview of some of the leaders in the sustainability arena and why distributors should be aware of them:

- **U.S. Green Buildings Council (USGBC; usgbc.org).** This Washington, D.C.-based organization has been a driving force behind commercial, industrial, and institutional building upgrades

around the world since its founding in 1998. The group's Leadership in Energy & Environmental Design (LEED) standard is an internationally recognized green building certification system that is designed and built to improve performance in metrics such as energy savings, water efficiency, CO₂ emissions reduction, and improved indoor environmental quality.

According to representatives, "LEED provides building owners and operators with a concise framework for identifying and implementing practical and mea-

asurable green building design, construction, operations, and maintenance solutions." Providing a variety of tools, research, and contacts to help buildings elevate their level of sustainability, the USGBC currently counts more than 20,000 companies among its members and has completed more than 15,000 projects representing more than 1.1 billion square feet of floor space in the United States and 30 other countries.

- **International Facility Management Association (IFMA; ifma.org).** Based in Houston and founded in 1980, IFMA is the world's largest trade association for facility managers, representing more than 19,000 members in 78 countries who manage more than 37 billion square feet of property worldwide and account for more than \$100 billion in purchases of products and services annually.

IFMA provides members with educational programs, conducts research, and hosts World Workplace, the world's largest conference and trade show for facility managers. IFMA is also very active in the sustainability arena, recently aligning with the ASBE to develop and deliver sustainability-related education, provide research and planning tools, and proactively promote the metrics that are standardized by the USGBC's LEED initiative.

- **Alliance for Sustainable Built Environments (greenerfacilities.org).** According to Zurawski, "ASBE's mission is to promote sustainable, green building products and services as solutions to those charged with building or operating facilities in an effort to making facilities healthier, safer, more efficient, and less environmentally harmful. The organization's ultimate goal is to transform the marketplace and establish green building best practices as industry standards."

Founded in 2003, the Milwaukee-based organization is dedicated to assisting the nation's professional energy users in pursuing economically, socially, and environmentally responsible decisions and product selections.

- **Institute for Market Transfor-**

mation to Sustainability (MTS; mts.sustainableproducts.com). Based in Washington, D.C., MTS is dedicated to raising awareness of the benefits of sustainable product choices on our lives and aims to achieve 90% sustainable products market penetration by 2015.

MTS provides education in sustainable products and building design and has developed its own industry-leading SMART sustainable standards with which to measure a product's environmental, social, and economic benefits over the supply chain. These standards help define these criteria across the market's broad range of industries and offerings; MTS's SMART standards currently cover 60% of the world's industries and are recognized by the USGBC.

• **Leonardo Academy (leonardoacademy.org).** Specializing in LEED consulting, enterprise sustainability, emissions services, land management

services, and sustainability training, the Madison, Wisconsin-based Leonardo Academy strives to help companies understand, quantify, manage, report, and elevate their overall sustainability through measurable strategies.

A CRITICAL ROLE

"The nation's companies are increasingly relying on third-party sustainability standards to help select quality vendors," said Steve McGuire, environmental marketing manager for Philips Lighting. "We encourage distributors to familiarize themselves with these sustainability standards and the products and manufacturers that meet them so that they can establish themselves as the provider of choice." ■

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Survey Says

tED Renewable Energy Products Study

In March 2010, tED surveyed 1,868 distribution executives and operations and marketing employees on renewable energy products. From the responses received (the response rate was 9.6%), the tED Renewable Energy Products Study was created. Among the findings: Lamp and ballast recycling are the most popular recycling services currently sold/offered by distributors.

Involvement with recycling services

	Currently offered	Plan to offer	Don't plan to offer
Aluminum recycling	14%	6%	80%
Ballast recycling	54%	17%	29%
Battery recycling	46%	14%	40%
Copper recycling	30%	12%	58%
Computer/electronic recycling	19%	7%	74%
Fixture recycling	21%	19%	60%
Lamp recycling	67%	15%	18%
Pallet recycling	20%	5%	75%
Plastic recycling	7%	9%	84%
Other (specify below)	3%	3%	94%

Find the complete results of the tED Renewable Energy Products Study in the ResourceRoom at TedGreenRoom.com. —tED

COMPANY NEWS



► Cape makes acquisition

Cape Electrical Supply, Cape Girardeau, Mo., has acquired Cumberland Electric Supply, Somerset, Ky. Cape now has six locations in Kentucky and 22 total.

► Ferguson gets Summit Pipe

Ferguson, headquartered in Newport News, Va., has acquired Summit Pipe and Supply, a 10-year-old company with operations in Alabama and Mississippi. All former Summit locations operate as satellite locations of the Ferguson Santa Rosa, Fla., branch.

► French Gerleman moves

On Jan. 4, French Gerleman began full operations in its new 174,000-square-foot facility in Maryland Heights, Mo. The facility includes the corporate headquarters and a regional DC; it replaces two existing buildings in the same town and doubles the square feet available.

► OneSource acquires D&D

OneSource, Oceanside, Calif., acquired D&D Tool and Supply, Vista, Calif., a distributor of industrial, safety, and tooling supplies. The acquired company was founded in 1947; it has three California locations and one in Tijuana, Mexico.

► Schaedler Yesco opens two

Schaedler Yesco, Harrisburg Pa., opened new branches in the state: one in Towanda and one in Wilkes-Barre. A third, in Scranton, is scheduled to open later this year.

► Tri State's bigger digs

Tri State LED, Greenwich, Conn., recently moved from "cramped quarters" into a 5,000-square-foot facility.

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