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## Standard Imaging – Solar photovoltaic

### Challenge

Standard Imaging of Middleton provides instruments and software to provide Quality Assurance for the Radiation Therapy and Medical Imaging health care sector.

After moving into its new geothermal-heated facility in early 2007, the company looked for ways to further decrease its dependency on fossil fuels. Management decided on solar photovoltaic panels.

### Strategy

The company worked with [H&H Solar](#) of Madison for the design and installation of the system: 48 Kyocera 180-watt panels (8.6 kW), mounted on three dual-axis trackers just outside its facility in Middleton.

The installation cost about \$100,000 before Focus on Energy rebates and tax credits, which added up to cover about 20% of the cost.

### Results

The solar panel system went live in November 2009 and generates over 16,000 kWh per year (ranging from 800 kWh per month during the colder months to 1900 kWh or more per month during the summer). These numbers represent about 6-8% of the facility's electricity usage. Since Standard Imaging has no means of storing the captured energy, the company sells it to the MG&E grid, at a favorable rate of \$0.25/kWh. Standard Imaging is a certified MG&E Clean Power Partner and participant in their Green Power Tomorrow program.

H&H Solar has proven to be a great partner to work with, helping the installation to go smoothly and providing annual maintenance.

While the return on investment for the system is considerable (about 20+ years, taking into account rebates and tax credits), Standard Imaging has already seen benefits in ways that are harder to quantify. It has improved the company's image in the eyes of clients/customers, especially those in Europe, where an environmental commitment is more valued than it is here in the U.S. It



*Standard Imaging's solar PV panels, winter 2009*

has also provided some positive influence to the company when it applies for grants and other awards, since organizations can see that the company is committed. A further benefit is the fact that the employees are all supportive of the project and the company's overall sustainability initiatives, leading to increased morale and loyalty.

Aside from the return on investment arguments, the founders of the company wanted to reduce their environmental footprint and be a company that was viewed as an asset to their community. Overall, the solar thermal system saves nearly 13,000 lbs of coal from being burned and 38,000 lbs of CO2 from being emitted each year.

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