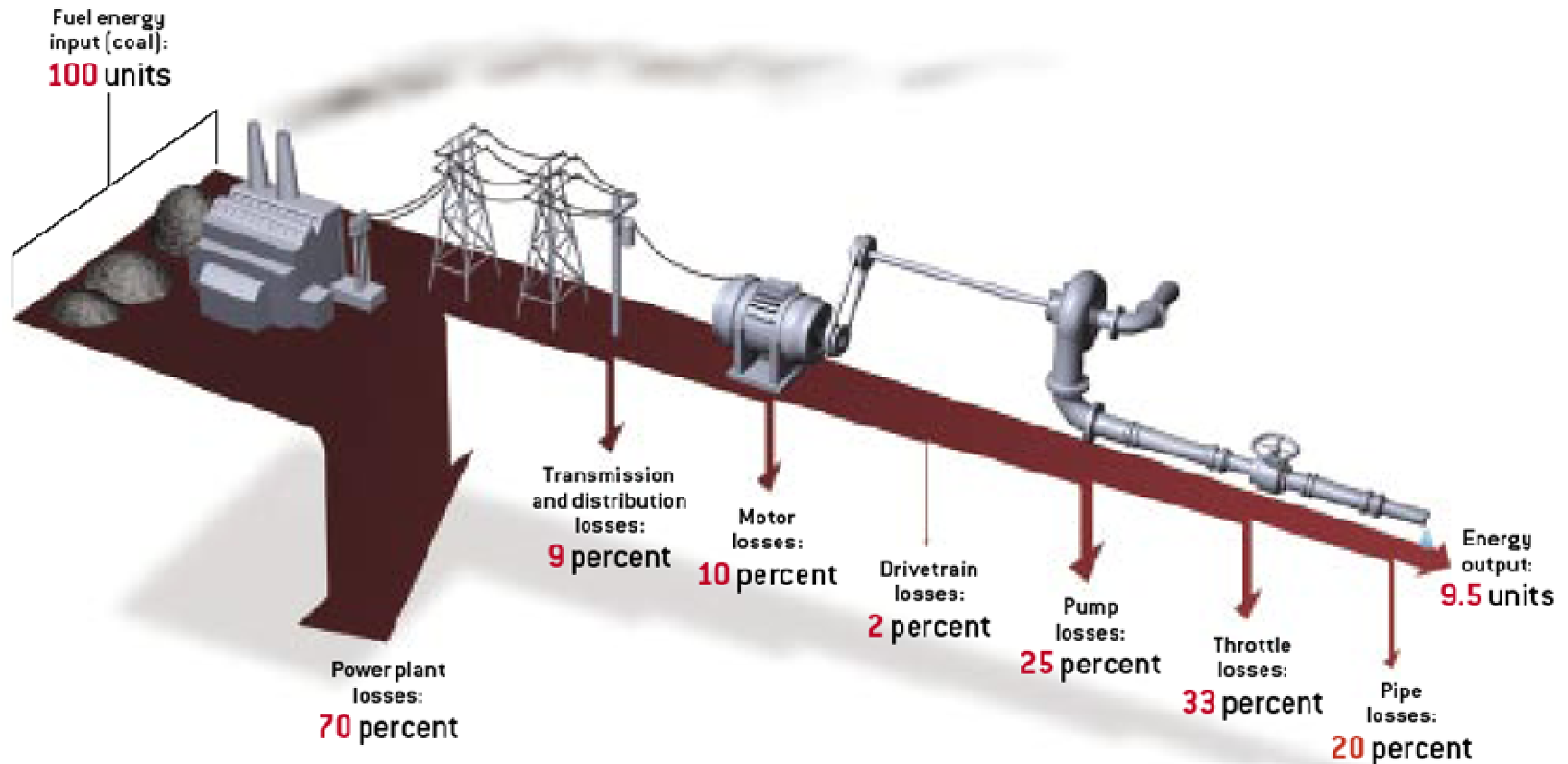




Compounding Losses: Why end-use efficiency should be considered first



Savings *downstream* results in 10x energy saved at the power plant
Also makes upstream equipment smaller, simpler, cheaper