



STRATEGIC COMMUNICATION

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CASE STUDY

ICE ENERGY



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INTELLIGENT STORAGE AT WORK.™

CLIENT

Ice Energy, Boulder, CO

Leading provider of smart-grid enabled, distributed energy storage solutions to the utility industry.

PROJECT

Re-brand, re-establish and re-position the company and its products as leaders in the energy storage industry, to align with Ice Energy's "coming-out party" at a major industry tradeshow.

CHALLENGE

The clock. In less than six months, Litos was charged with the development of: brand strategy, corporate identity, an entire arsenal of communications materials, including (but far from limited to) a robust corporate website, social-media strategy, e-newsletter, and two subordinate awareness campaigns. Oh, and a fully branded, 20' x 30' island tradeshow booth complete with all the trimmings.

SOLUTION

Leveraging our deep experience in the energy space, Litos understood Ice Energy's value proposition and the agendas of its various audiences immediately, enabling the agency to build a distinctive, dynamic brand and a strong industry presence in short order.

RESULTS

Ice Energy has been successfully re-positioned as a thought leader in the growing category of energy storage and has gained industry wide attention.



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1. Corporate Stationery 2. Product Logos 3. Corporate Folder 4. Corporate Overview Brochure



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1.



2.



Cool Cases: From the files of Ice Energy

Glendale Water & Power's Smart Grid and Energy Storage Initiatives position the utility at the forefront of clean energy and environmental sustainability, while ensuring the reliable delivery of affordable electric service to their customers.

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Customer: City of Glendale **Utility:** Glendale Water & Power
Location: Glendale, California **Building Type/Size:** Municipal/Commercial
Project Benefits: Energy Efficiency & Load Management
Solution:

The first electric utility in the country to receive a Smart Grid Investment Grant from the U.S. Department of Energy under the American Recovery and Reinvestment Act, Glendale Water & Power (GWP) has undertaken an ambitious demonstration project it hopes will lay the groundwork for a city-wide, interconnected, sustainable energy system. It is a multi-pronged effort on the part of leading municipal utilities, aimed at modernizing its technology and systems infrastructure to enhance reliability and manage costs while providing a foundation to support future growth. Central to this effort is the integration of energy storage to enable the use of cleaner, more efficient and more affordable off-peak power, improve the reliable integration of renewables like wind and solar power, and increase system efficiency from generation through delivery.

Goals:
GWP charted a integrated, two-phase energy storage and HVAC replacement program to support its energy efficiency and peak demand management goals.

Phase one of the program included the replacement of more than 80 aging, inefficient HVAC units in 26-plus Glendale city buildings and improvements to building envelopes with new, higher-efficiency roofs, and the simultaneous incorporation and installation of the base thermal energy storage systems from Ice Energy.

The Ice Bear system is an intelligent distributed energy storage solution that works in conjunction with commercial 4 to 20-ton packaged chillers to cool buildings during off-peak hours. The system stores energy at night, when electricity generation is cleaner, more efficient and less expensive, and delivers that energy during the peak of the day to provide cooling to the building.

Phase two of the project, scheduled for completion in 2011, involves the deployment of an additional 2 Megawatts of Ice Energy distributed energy storage units on commercial and industrial Customer sites throughout GWP's service territory.

Results:
Average annual energy consumption decreased by more than 386,000 Kwh per site under the initial phase of the project, resulting in lower energy usage and increased savings for the City and the utility.

Unlike other energy storage or other load management programs, GWP's Ice Bear system is completely transparent to building occupants. By shifting energy consumption from high-impact daylight hours to low-impact nighttime hours, buildings with Ice Bear energy storage systems installed were able to both peak electricity demand, manage energy costs, and reduce their environmental footprint without any operational or behavioral change.

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1. Case Studies 2. Trade Show Booth - DistribuTECH



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DISTRIBUTED ENERGY STORAGE AT GRID-SCALE:
CHANGING THE WAY UTILITIES THINK ABOUT STORAGE

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Welcome to Ice Energy

Ice Energy is the leading provider of smart grid-enabled, distributed energy storage to the utility industry. We deliver cost-effective solutions at grid-scale to reduce peak demand, improve energy system efficiency and reliability, and transform the way the utility system operates.

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Newsletter Alerts

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IN THE SPOTLIGHT

Modeling Distributed Energy Storage: A Guide for Utilities

Developed by R.W. Beck for Ice Energy, this 63-page guide is designed to assist utility planners and analysts in determining how to account for energy storage-equipped facilities as part of a utility's electric system analysis and planning processes. [Learn More](#)



Attending DistribuTECH?

Visit Ice Energy in Booth 733.
Take the Ice-Q test and see how well you score.
[Learn More](#)

RECENT NEWS

Ice Energy, Carrier Partner on HVAC-Energy Storage Solution for Commercial Customers
Select Carrier models will ship "Ice-Ready" for optimal performance and improved integration with Ice Bear energy storage systems

INTELLIGENT UTILITY: California law drives definition of grid storage value
Passage of milestone energy storage legislation AB 2514 will help to establish a common framework for valuing the costs and benefits of storage.

Toronto Hydro Selects Ice Bear Energy Storage to Reduce Peak Electrical Demand
Pilot funding provided by Ontario Power Authority's Conservation Fund

GREENTECH MEDIA: FERC Commissioner Philip Moeller on Energy Storage
"Energy storage is a matter of when, not if," according to FERC Commissioner Philip Moeller.

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UPCOMING EVENTS

SPEAKING ENGAGEMENT: Alston & Bird Energy Storage Seminar
February 10, 2011 - Palo Alto, California
Ice Energy's Joe Desmond will be a featured speaker at this day-long symposium exploring emerging technology, regulatory and policy issues around energy storage.

SPEAKING ENGAGEMENT: Platts Power Storage Conference
February 23, 2011 - Houston, Texas
Ice Energy CEO Frank Ramirez will be discussing the topic "Venture Capital & Private Equity Funding for Energy Storage" as a featured panelist.

SPEAKING ENGAGEMENT: Jefferies Global Clean Technology Conference
February 23-24, 2011 - New York, New York
Ice Energy EVP Joe Desmond will be a featured speaker at this two-day investment conference.

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The screenshot shows the first issue of the newsletter "32 Degrees" by ICE ENERGY. The header features the ICE ENERGY logo and the tagline "INTELLIGENT STORAGE AT WORK.™". The main title "32° News & Views" is prominently displayed. The left column contains articles like "Introducing 32 Degrees" and "No Sweat: Energy storage helps Glendale beat the heat on the hottest day in history". The right column lists "In This Issue" items and the "Our Mission" statement.

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32° News & Views

Introducing 32 Degrees

Welcome to the inaugural issue of 32 Degrees, the newsletter of Ice Energy.

This is an exciting time in the energy storage business, with projects of all types gaining momentum with utilities across North America and beyond. As a leader in energy storage - delivering cost-effective, grid-scale storage systems closing in on six million run hours - we're looking forward to keeping you up to date on what's hot in energy storage, thermal or otherwise.

Count on 32 Degrees to fulfill that mission.

No Sweat: Energy storage helps Glendale beat the heat on the hottest day in history



Late last Summer, as Southern California broiled under triple-digit temperatures - hitting a record high of 113 degrees in downtown Los Angeles - air conditioners across the Southland worked overtime, straining the grid to peak demand levels.

But the air conditioners on a number of city buildings in Glendale - part of a unique energy storage project now underway between the Southern California Public

[32 DEGREES] JANUARY 2011

In This Issue

[Introducing 32 Degrees](#)
[No Sweat: Energy Storage Helps Glendale Beat the Heat](#)
[Bear Necessities](#)
[Ice on the Road](#)

Our Mission:

Ice Energy is the leading provider of smart-grid enabled, distributed energy storage to the utility industry, offering cost-effective, grid-scale solutions to dramatically improve energy system efficiency and reliability.