

ABB MOTION

Together we make a difference

Gain three times as much with the the ABB Energy Efficiency Campaign



Energie Efficiëntie Actie

Trade in your old motor and receive an IE4 motor for the price of an IE3 motor! Look for the details of the campaign on the back.

Have you ever considered how much electricity we will consume worldwide in 2021? No less than 24,000 TWh. By 2040, that amount will increase to 37,000 TWh.

30% of all that electrical energy is consumed by electric motors. And this amount will only continue to increase. So it's time to place your bets on the energy efficiency of such motors. ABB is therefore launching a special Energy Efficiency Campaign in collaboration with ABB Authorized Value Providers.

Energy Efficiency = Environmental Protection

More than 40% of all energy consumed worldwide is used by industry. Two-thirds of that energy is consumed by electric motors. And because much of that electricity is still generated by burning coal and gas, industrial emissions of CO₂ and nitrogen are proportionate. Any improvement of the efficiency of electric motors not only saves costs, but also constitutes a step towards a climate-neutral society.

Energy Efficiency = Cost Savings

And it becomes quite clear that such improvements are for the taking if we have a closer look at the electric motors used within the industry. The vast majority of these motors are 15 years or older, meaning they date from a time when energy efficiency was not high on the agenda yet. Time for modernization? Absolutely! Given a service life of 15 years, the purchase price of an electric motor amounts on average to no more than 3% of total life cycle costs. Energy consumption, on the other hand, makes up 96% of total life cycle costs on average. The remaining 1% is spent on maintenance and repair. The Netherlands Energy Research Center (ECN - Energieonderzoek Centrum Nederland) has calculated that an investment made to replace an 'old' electric motor with an IE4 electric motor pays off within 2 years.

It gets even more interesting

Therefore, opting for the most energy-efficient motor is always the best choice. And the government is making it even more interesting for you. The EIA energy investment allowance offers financial incentives for the use of electric motors with efficiency class IE4 (or higher). All the more reason to make the switch. Under the Environmental Management Activities Decree, the government also imposes obligations: an energy efficiency obligation, energy efficiency notification requirements and duty of care for the efficient use of energy. Under this energy efficiency obligation, any energy-saving measures that companies and institutions implement must have a payback period of 5 years or less. The Recognized Energy Efficiency Measures List (EML) supports this obligation with measures for the 'application of IE4 motors or better', for motors with a capacity of less than 375 kW and more than 4 kW and with efficiency class IE2 or lower and at least 4,500 operating hours per year.

Even more savings

You can generate even more savings by using frequency converters. About 20% of industrial electric motors are currently equipped with frequency control.

Many pump installations are still run using a direct on-line motor against a partially closed control valve. Even in the case of fans and compressors, we are still seeing energy-consuming forms of process control. By down-regulating this, energy savings of up to 40% are possible.

Upcycling: three times better

Are you going to refurbish or replace? You can do that with peace of mind because old motors are collected and recycled by ABB and Authorized Value Partners together with HKS Metals using state-of-the-art technology. No less than 98% of your old motor is reused within the EU to build new engines, among other things. Plus you get an IE4 motor for the price of an IE3 motor. So you have win/win/win situation.

Energy Efficiency Analysis

So you're not convinced yet or don't know how you can make your installation more sustainable in the foreseeable future? We will be happy to help you with a free no-obligation energy efficiency scan to map out the potential savings for your company.



**Energie Efficiëntie
Actie**

ABB's IE4
Family of motors



Under the theme 'Together we make a difference' and along with ABB Authorized Value Providers, ABB is launching an Energy Efficiency Campaign.

Until December 31, 2022 you can trade in your old motor at participating ABB Authorized Value Providers and get an IE4 motor for the price of an IE3 motor in exchange. By doing so, you will not only have a guarantee of reduced energy costs, but you will also be eligible for an energy investment deduction. Visit our website https://campaign.abb.com/energie_efficientie_actie

Did you know that

- 98% of your old motor in the form of copper, aluminum and iron can be recycled and thus given a new life?
- By participating in the Energy Efficiency Campaign, you are also taking a direct step towards a circular economy?
- Recycling and reuse within Europe means less energy and water consumption, but also reduced CO₂/NO_x emissions when compared to mining.

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