

Using Energy Input Labeling (EIL) As a Business Advantage



Time Travel Systems

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Who Is Time Travel Systems?

- Founded in 2009 in San Francisco, California
- Founder involved in development of Energy Input Labeling Standards
- Team has over 30 years of experience specializing in energy and environmental technology innovation
- Providing independent EIL calculation and verification services to businesses
- Entrant in 2009 Cleantech Open Competition

What Is Energy Input Labeling (EIL)?

- **What?** Energy Input Labeling (EIL) EIL is a way to for companies to calculate, report and label the quantities and sources of energy used to produce their goods or services.
- **Who?** Any firm that produces a good or service can use EIL to calculate and label the energy inputs into their products.

Example

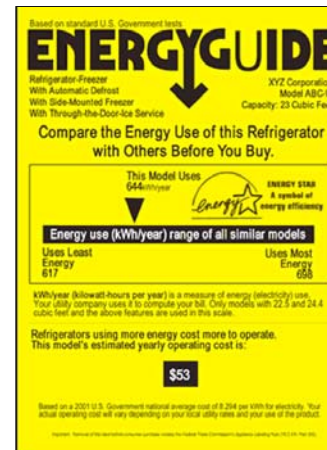
Energy Input Label	
Energy Consumed/Unit	
Production:	5.2KW
Transportation:	5.2KW
Source of Energy	
Solar:	5.2KW
Electricity:	5.2KW
Total Energy Used: 5.2KW	

Why Is EIL a New Environmental Must-Have?

The **ONLY** label that measures energy used to make the product

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Other labels only measure energy that the product uses to function:



Energy Dishwasher	
1	Manufacturer Model
More efficient	
	A B C D E F G
2	
Less efficient	
3	Energy Consumption kWh cycle 0.95
4	Cleaning Performance A B C D E F G
5	Drying Performance A B C D E F G
6	Standard Place Settings 12
7	Water Consumption 16
8	Noise (dB(A) re 1µW) 13



WITHOUT EIL, your customers cannot assess the full environmental impact of your products

What Can EIL Bring to Your Business?

Just like how consumers use food labels today to find out fat %

Supplement Facts		
Serving Size: 1 oz (30ml)		
Servings Per Container: 32		
	Amount Per Serving	% DV*
Calories	28	
Sodium	<5 mg	1
Total Carbohydrates	7 g	3%
Natural Sugars	7 g	1
Vitamin A (as Vitamin A Palmitate)	1250 IU	25%
Vitamin C (as Ascorbic Acid)		
Vitamin D (as Cholecalciferol)		
Vitamin E (as d-alpha-Tocopherol)		
Vitamin B1 (as Thiamin)		
Vitamin B2 (as Riboflavin)		
Vitamin B3 (as Niacin)		
Vitamin B6 (as Pyridoxine)		
Vitamin B9 (as Folic Acid)		
Vitamin B12 (as Cyanocobalamin)		
Vitamin H (as Biotin)		
Vitamin B5 (as Calcium Pantothenate)		
Proprietary Blend: Aloe Vera, Acai, Guarana Extract, etc.		
72 Trace Minerals		
* Percent Daily Values are based on a diet of other people's secrets.		
** Daily Value not established.		
Other Ingredients: Distilled Water, Guar Gum, Xanthum Gum, etc.		

Energy Input Label	
Energy Added Inputs	
Production:	3.2 KWH
Transportation:	2.0 KWH
Source of Energy	
Solar:	10%
Total Energy Used: 5.2KWH	

- Demonstrate your environmental responsibility
- Differentiate your products from competition
- Improve your customer trust and loyalty
- Gain preferential status from business customers who adopt EIL
- Help yourself better understand your own energy costs

How to Start Your Own EIL Today?

- Identify products and their quantities
- Identity energy usage
- Allocate energy usage by products
- Label energy input by product
- Promote your EIL to your customers

How to Handle EIL-Related Data?

- Produce ballpark energy input figures
- Use of hard data when available (good faith estimates when not available)
- Adhere to the Energy Input Labeling Standards
- Practice EIL without having to disclose confidential data
- No dollars / costs amounts are disclosed

Who Should Be Involved In Your EIL Initiative?

- One senior VP level executive sponsor
- One engineer or personnel who uses equipments
- One accounting staff who knows production quantities
- One marketing / communication person
- One packaging person

How Can Time Travel Systems Help?

 TTS to provide a proposal on EIL calculation

 You review / approve the proposal

 You gather production / energy bills

 TTS to deliver a complete EIL calculation / analysis

Conclusions & Next Steps

- Visit www.energyinputlabeling.com
- Download the “Energy Input Labeling Standards” at www.energyinputlabeling.org
- Call Time Travel Systems for assistance