Using Energy Input Labeling (EIL) As a Business Advantage

Time Travel Systems

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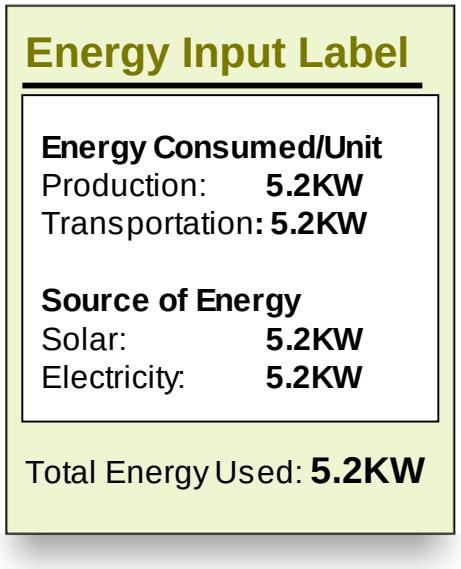
Who Is Time Travel Systems?

- 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



Why Is EIL a New Environmental Must-Have?

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

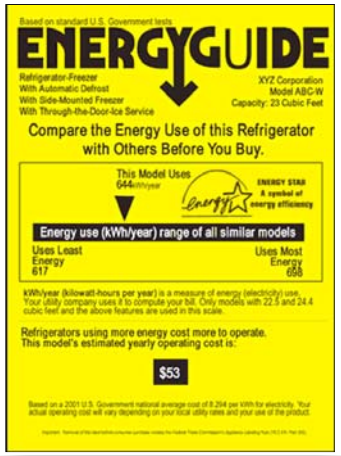
Energy Input Label

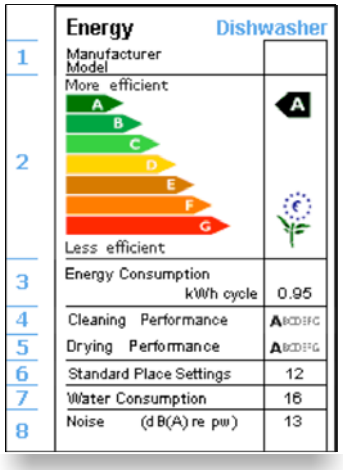
Energy Consumed/Unit
Production: **5.2KW**
Transportation: **5.2KW**

Source of Energy
Solar: **5.2KW**
Electricity: **5.2KW**

Total Energy Used: **5.2KW**

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





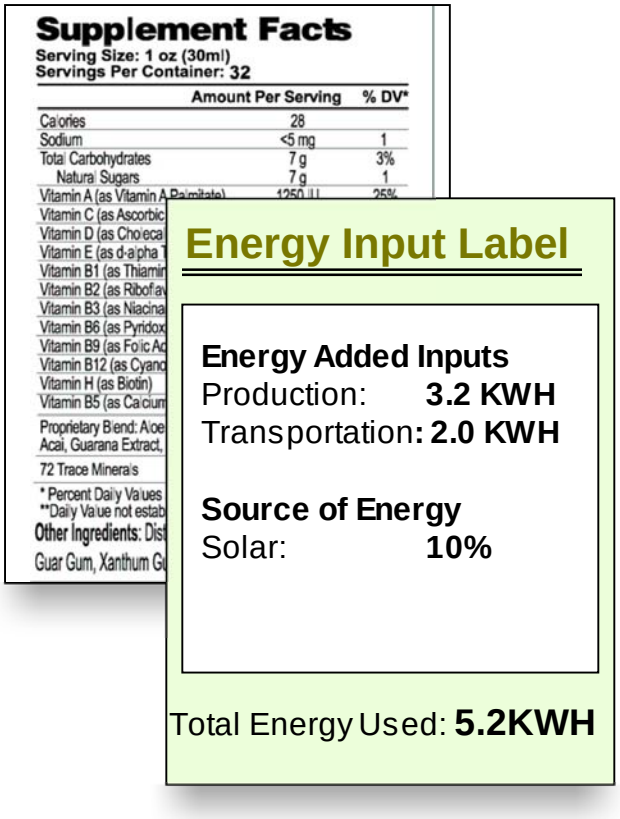
Product lifecycle

Made | Sold | Used | Retired

***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 %



- 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