

## Get Paid to Save Energy

Switching to clean, renewable sources of energy is a crucial step towards securing our future as a nation. That means you may be eligible for **substantial funding** when you invest in a solar thermal system for your business.

The **Federal Government** offers a savings of 30% of the entire project cost of your solar water heating system, to be deducted from your taxes in the year of installation.

**Focus on Energy**, Wisconsin's statewide energy efficiency initiative, has an even better deal for you. Focus on Energy offers financial incentives that will help pay for a substantial portion of your cost on an eligible system (up to \$50,000 on a large system)\*

Focus on Energy may also cover 50% of the cost of your solar site assessment\* (highly recommended before you invest in any kind of solar energy system.)

For more information, visit Focus on Energy's website: [www.focusonenergy.com](http://www.focusonenergy.com).



**Clean, green renewable energy - your customers will thank you for it!**

\*Focus on Energy eligibility for financial incentives is based on a customer's gas and electric utility participation. Visit [focusonenergy.com](http://focusonenergy.com) to determine your eligibility.

## Resource List:

For more information on solar water heating:

### Organizations:

**Focus on Energy** works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled.  
[www.focusonenergy.com](http://www.focusonenergy.com).

### Midwest Renewable Energy Association

The Midwest's non-profit organization for promoting a sustainable future through renewable energy and energy efficiency. Be sure to look onto their annual Energy Fair held each June in Custer, WI  
[www.the\\_mrea.org](http://www.the_mrea.org).

**U.S. Department of Energy - A Consumer's Guide to Energy Efficiency and Renewable Energy:** [eere.energy.gov/consumer](http://eere.energy.gov/consumer) (click on "Your Home," then "Water Heating.") The site also offers lots of information on the energy-efficient home.

### Books and Other Publications:

**Solar Water Heating** by Bob Ramlow, New Society Publishers, 2006. The definitive guide to solar water and space heating systems.

**"Solar Water Heating"** published by the National Renewable Energy Laboratory. The easiest way to find it is to go to the "Links" page of our website ([www.MarathonRenewableEnergy.com](http://www.MarathonRenewableEnergy.com)).

### Marathon Renewable Energy, Inc.

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www.MarathonRenewableEnergy.com

Helping Wisconsin Prepare for the Future™

# Solar Hot Water:



Clean, Safe,  
Reliable... and  
Cost Effective  
Energy for  
Your Business



**Marathon  
Renewable  
Energy, Inc.**

A Focus on Energy Full Service Installer

# Solar Water Heating:

If your business uses a lot of hot water, you're aware of how even a small hike in fuel prices can impact your energy bills.

## Solar Hot Water is:

- **Efficient** Thermal collectors convert over 50% of the sun's energy into heat.
- **Reliable** Solar hot water equipment requires less maintenance than the typical conventional boiler. In an average year you'll see us only once - for a routine inspection.
- **Affordable** With the generous government rebates now available, you can expect to see a return on your investment in an average of 7 years (depending on hot water use.) And after that...you'll enjoy free energy for decades.
- **Responsible** Heating with the sun reduces your carbon footprint and helps combat global warming.

Solar thermal heat is a proven solution that can protect you from supply interruptions and save you money - even in Wisconsin!

## How it Works

Simply put, solar thermal panels absorb the sun's heat directly. The heat is then transferred to your water heater and ready to use for your business's hot water needs. It can also be used in radiant heating applications.

## Is Solar Thermal for You?

Not every building qualifies as a candidate for solar water heating. To find out if yours can benefit, contact us for more specific information, including:

- Answers to frequently asked questions
- Assessing your building for solar
- Financing your solar water heater, and more!



The most cost-effective renewable energy system under the sun!

## Tell Me More!

**YES!** I want to find out if Solar Hot Water is a good fit for my business. Please rush me my **FREE Solar Hot Water Information without delay.** (I understand that I will be given the opportunity to schedule a free no-obligation consultation.)

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Mail to: **P.O. Box 218, Wausau WI 54403**  
Or email: **thesolarguy@verizon.net**

**Want faster service?**  
**Call us at 715-218-8654!**

*"Of all the renewable energy options open to us, the technology of solar water heating is the most mature. It is an industry with proven technologies, established manufacturing facilities, and qualified and experienced technicians."*

-Bob Ramlow, Focus on Energy consultant and founding member of the MREA

Marathon Renewable Energy, Inc. is proud to partner with Focus on Energy.



800.762.7077 [focusenergy.com](http://focusenergy.com)