

Commercial Business Case Study



Project Profile

SolarCraft both designed and installed this 124 kilowatt solar electric system for Avalon Natural Products of Petaluma, CA, the largest manufacturer of natural and organic personal products in the U.S.

This **SolarCraft** PV system provides 100% of Avalon's electricity needs on an annual basis for the company's 55,000 square foot office and distribution center. Avalon will save some \$35,000 per year in electrical expenses.

SolarCraft engineered and installed the proprietary non-penetrating roof mount system. The roof mounting system, manufactured by RWE Solar, is wind tunnel tested to well over

100 miles per hour. The mounting system's main benefit is that it does not require thousands of holes to be drilled through the roof for attachments. The entire system is interconnected and self-ballasted by its own weight, eliminating the need for heavy ballast blocks.

The new system will enable Avalon to generate enough clean electricity each day to power 53 average homes. The new system will spare the air nearly 94 tons of harmful greenhouse gases annually, comparable to planting over 19 acres of trees. Over the next 30 years, the air pollution saved will be equivalent to driving over 6.4 million miles.



Specifications

System Size	124 kW DC 106 kW AC
Location	Petaluma, CA
Solar Panel	(392) ASE 300 - 315W
Inverter	(1) Xantrex PV100
Mounting System	RWE Solar non-penetrating
Estimated Annual kWh	145,000
Estimated Annual Savings	\$35,000
Cumulative Cash Positive	5-6 Years

Customer Profile

Headquartered in Petaluma, California, Avalon Natural Products manufactures and distributes a unique collection of quality personal care products for caring consumers seeking natural, organic and cruelty-free ingredient alternatives within the vegetarian ethic. Avalon Natural Products are made with pure ingredients that are organically grown and cruelty-free. The formulas are naturally derived without animal ingredients, hypoallergenic, and biodegradable. Packaging utilizes recycled and recyclable materials. Avalon's product lines include Avalon Organics, Avalon Organic Botanicals, Alba Botanica, Sonoma Soap, Unpetroleum, and Tisserand Aromatherapy.

About SolarCraft

SolarCraft is one of the most experienced solar energy contractors and retailers in California. For more than 24 years the certified "Green Business" has been providing Solar Thermal and Solar Electric services including consulting, design, installation, monitoring and maintenance. **SolarCraft** has installed more than 4,300 solar energy systems in California with over 1.3 million square feet of solar collector surface area, saving customers more than \$7 million annually and preventing production of more than 28,000 tons of greenhouse gases every year.

*"We selected **SolarCraft** to complete the project because of their reputation and two decades of longevity in the marketplace. **SolarCraft** is one of the Bay Area's pioneering solar energy companies."*

Mark Egide
President, Avalon