



## Contractor Profile: Energy Reduction Inc.

Energy Reduction Inc. is an energy efficiency contractor based in Skokie and Evanston, Illinois. The business focuses on cost-effective energy solutions, offering lighting, air sealing, and insulation services for homes and businesses. Since the company opened in 2009, they've grown from a team of two to a crew of four to eight workers.

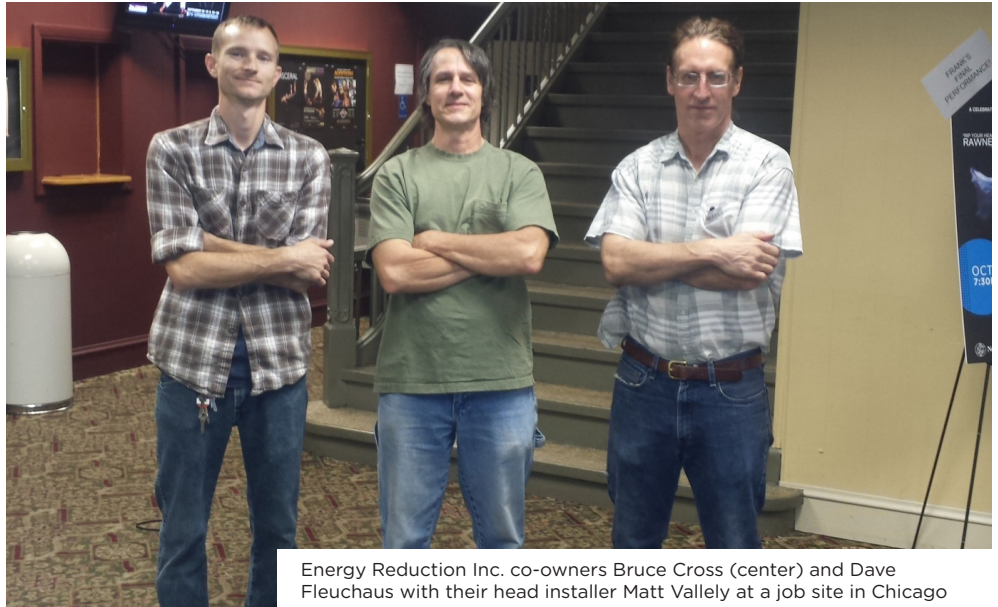
Company President Bruce Cross said he sees the company's customers benefit in multiple ways. They enjoy lower bills as well as more comfortable homes and workplaces. For example, he said the benefits of a lighting upgrade can benefit a small business in ways that go beyond energy savings.

"To take the electric end of it, which is largely lighting improvements, for small businesses this helps on multiple levels by improving the lighting quality for the people who go to the building and the people who work there," he said. "It reduces their energy use so their bills are less. And if it's a well-lit workplace, especially in the winter, it can improve morale."

Cross said that energy efficiency programs in Illinois have helped the business grow, enabling them to hire more workers and purchase more equipment.

"The programs are a primary driver, he said. "They are definitely important in driving the whole basis for our company – from the employees we hire, to the work we do, to the income we make, it's hugely important."

Starting in 2010, Energy Reduction Inc. got involved in efficiency programs run by Elevate Energy. The company has continued to be involved as



Energy Reduction Inc. co-owners Bruce Cross (center) and Dave Fleuchaus with their head installer Matt Vallely at a job site in Chicago

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**-BRUCE CROSS**

Elevate Energy's programs have expanded to include programs focused on cutting energy use in all-electric buildings. Cross said he would encourage other contractors to partner with Elevate Energy as well.

"I would say it's well worth it," he said. "Especially if they are of the mindset to make a better community, reduce our carbon footprint – things that many of us want to do – they would do well to participate with Elevate."

To learn more about how contractors can get involved with Elevate Energy's energy efficient buildings program, visit [ElevateEnergy.org/contractors](http://ElevateEnergy.org/contractors).