



Copper Development  
Association Inc.  
Copper Alliance

# CDA is Looking for Motor Efficiency Case Studies

Do you have a story to tell about Premium Efficient Motors?

We are interested in developing stories about copper-intensive solutions to everyday industrial motor operations, including:

- Motor retrofit solutions
- Facility-wide motor replacement with higher efficiency motors
- Your facility's motor best practices program
- Predictive and preventive maintenance programs

Discuss your situation with us in person or by phone with no obligation.

CDA will do the writing and arrange for photography. You will have the opportunity to review and edit the story before publication.

# CDA is Looking for Motor Efficiency Case Studies

Manufacturing and industrial facilities often develop plans, either simple or complex, to upgrade their motor family with higher efficiency motors, solid repair and replace practices, and preventive and predictive maintenance programs in order to improve reliability, reduce down-time and conserve electric energy. The Copper Development Association, Inc. (CDA) wants to develop and publicize interesting and helpful case studies that highlight your experiences in designing, specifying or purchasing solutions to alleviate or solve motor efficiency problems at your facility or that of a client.

The case studies developed may be used in printed flyers or published articles, Power Point slides, advertisements, by media and for posting on copper.org. The free, positive national publicity and exposure will help identify you and your firm as premier problem solvers.

The more specific the details, the more interesting and valid the story will be. We are looking for case studies in which facilities upgraded their motor family to improve efficiency, to lower energy costs and to improve performance. Improved up-time is especially interesting to our readers.

The case study may involve new motor installation or repair or retrofit situations. The audience will want to know the how and why of the specifying decision, and any problems encountered before and after. The site can be located anywhere in the United States.

If you have such examples or an upcoming project utilizing designs for improved facility motor operations that can be turned into a case study, please call or email us. Evaluation and selection of case studies for publicity or posting will be at the sole discretion of CDA. All submissions will be treated in complete confidence until relevant parties have provided written permission for publication. A sample of current case studies is available for review at [www.copper.org](http://www.copper.org).

If you have any questions, please call Zolaikha Strong at **(212) 251-7238** or email at [zolaikha.strong@copperalliance.us](mailto:zolaikha.strong@copperalliance.us).



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