



**Jan Hoetzel**  
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SIGA Green Technologies

## Ready To Take Your Business Overseas?

by Lynn Bakeman  
Independent Writer

Sometimes businesses need a match-maker, too. That's where Jan Hoetzel and his company come in. If you have an established energy-efficient product in your home market and it's time to expand your presence, SIGA Green Technologies has the knowledge, network and infrastructure to help you reach new markets. SIGA Green Technologies is a B2B partner to small and mid-sized entrepreneurial businesses that have limited resources and contacts. SIGA Green Technologies facilitates access to new markets, predominantly Europe and North America. "There are exciting new technologies, concepts and innovative products that are very successful in their local markets, but need a connection to find a receptive audience in an overseas market," Hoetzel explained. "Over and over again I have seen smart products with amazing energy efficiency languishing when all they needed was the right

introduction. We assist our partner/client companies to become leaders in energy solutions in new and creative ways, efficiently and cost-effectively."

Hoetzel cites Europe's favorable exchange rate that makes U.S. products competitive, and Europe's high energy costs - particularly in Germany - as extra incentives for energy-efficient products. Germany's push to eliminate reliance upon fossil fuel (utilizing 50% renewable energy by 2050) requires large improvements in energy efficiency. As a result, the market is very receptive to embracing forward-thinking products and innovative ideas on energy conservation.

Starting with product and market evaluation, SIGA Green Technologies prepares thorough marketing plans and business concepts, writes and executes a business plan, and builds the proper infrastructure to ensure successful entry into the new market.

Airleader is the most recent example of a European-based company that needed

the assistance of SIGA Green Technologies to introduce its innovative energy conservation product to the U.S. market.

Although a proven market-leader in Germany with more than 20 years of experience, Airleader's five-person management team lacked the resources to launch its unique control system for air compressors into an overseas market.

Hoetzel had learned of Airleader's compressor management system and realized it had widespread application. "Any industry; food, medical, paint and automotive, to name a few, relies on compressed air, yet the quality and related cost of compressed air are often unknown by the plant management," he stated.

Now the matchmaking effort begins. By marrying the potential of this product with extensive U.S. connections in those industries, Airleader will make substantial inroads into the U.S. market. SIGA Green Technologies stands ready to be your partner in overseas market introductions.

## airleader ...you can't afford not to have one! Compressor management

## Save Thousands of \$\$, Conserving as Much as 35% in Energy

**Do you know the specific kWh/cf\*100 of your compressor system?**

**It's the key performance indicator, the benchmark of your compressor's efficiency.**

Hoetzel said he is especially excited about the rollout of the Airleader in the United States. SIGA Green Technologies spent the last six months testing and monitoring compressor systems in the Grand Rapids area.

"Our initial market test provided solid data and excellent Return on Investment. At one test site we discovered as much as 35% or \$40,000 of wasted energy because the compressors did not relate to the varying demands in the plant," he stated. Both the generation and demand for compressed air need to be in balance. The Airleader's eight-fold, self-learning trend calculation provides dynamic control; it synchronizes and optimizes the running time of each compressor station with significant energy savings opportunities of up to 35% or more.

Additionally, the Airleader provides real-time statistics; graphs and reports about cost, volume, performance, waste and much more, making your compressed air system transparent and easy to understand.

"Compressed air is one of the most expensive sources of energy used in manufacturing and is often used very wastefully. Many companies don't realize how vital the management of compressed air systems is to achieving substantial energy savings, increased performance and equipment life, reduced service costs, improved system reliability and air quality." Historically, companies with a focus on

sustainability have been concerned with the demand side of their air compressor systems; that's naturally where they have to start to improve system efficiency. However, it's the generation side that offers huge energy savings and that's where the Airleader is so crucial.

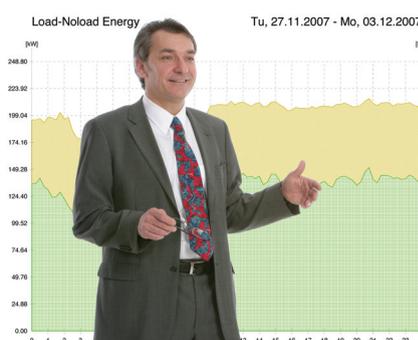
"We have seen ROI of less than six months. More importantly, although not a part of our initial market study, is the Airleader's ability to improve system reliability and compressed air quality. Airleader's text message and e-mail alert system provides an early indication of system malfunctions; contaminated compressed air never reaches your finished products, avoiding expensive rework and scrap," he said.

"Since compressed air is one of the most expensive sources of energy used in manufacturing, we urge you to monitor the cost of your system. We call it the 'miles per gallon approach,'" explained Hoetzel. "Specific energy input related to a specific compressed air output (kWh/cf\*100) is a benchmark of your system's efficiency. If you don't know the kWh/cf\*100 of your compressed air system, make it a priority to add this to your 2008 key performance measures."

Hoetzel summarized by saying, "With this important measurement in place, we are confident you'll discover significant energy savings from the generation-side of your air compressor system. Our client companies can confidently use the new Airleader systems and related measures to take an active role in responsible energy conservation thereby helping pave the way for the next generation of efficient manufacturing."

Interested in your savings potentials? E-mail us at [info@sig-greenec.com](mailto:info@sig-greenec.com) or call (616) 828-0716.

### Miles per gallon approach



**Airleader's site evaluation software monitors and visualizes the efficiency of multiple compressor stations. "The yellow is waste which we can minimize to less than 1% with the Airleader," Hoetzel explains during a presentation at one of the test sites.**

**Competence for your compressed air station**

- Automatically optimized
- Self-learning
- Simple installation
- Simple operation

airleader  
Compressor management