

Savings Incentives!

Small Business Tax Breaks and Power Reduction Incentives

And How They Relate to Sales of ETS Solutions Products

For the tax year 2011, section 179 of the Internal Revenue Code allows a company to expense up to \$500,000 of the cost of new equipment. This is subject to a phase-out if the company purchases and installs more than \$2,000,000 of equipment in 2011. In addition, businesses are also permitted to use the normal depreciation schedule in 2011 for such equipment.

This should be an incentive to potential shaker or replacement amplifier users to place orders as early as possible, as the equipment must be installed and in use prior to December 31, 2011.

Companies should be aware that this provision may phase out in 2011.

In addition to the stimulus provisions, there are also incentives for reducing power usage. In fact there is \$3.1 billion set aside for such purposes. Individual state utilities and the federal government have various programs aimed at reducing power usage. Check with the local utilities to determine what incentives are available and then present them to companies within your territory.

The ETS Solutions power amplifier replacement program provides the ideal equipment to power reduction by replacing older technologies.

Replacing older power amplifier technologies provides companies a number of operating and cost benefits.

1. Thirty to forty percent power reductions are both real and measurable.
2. Superior performance by newer technology amplifiers accompanied with a reduction in downtime and associated expensive service.
3. Significant space saving resulting from using newer technologies.

4. Elimination of chillers and water towers needed for older water-cooled amplifiers.
5. Potential 100% payback in 12 to 24 months on measurable cost savings.

For example, the average cost of industrial electric power across the USA is approximately ten cents per KW hour. Hence, a 60 KW amplifier running a system using an older technology 12 hours per day, the out of pocket cost would be approximately \$120 per day. Add in the average of three times a year service calls at \$2000 to \$3000 a visit.

Now consider a new amplifier, the cost drops to approximately \$65 per day, about a 46 percent saving and drop those service calls. Yearly this amounts to a saving of approximately \$30,000, and a reduction in down time and no service calls. The larger the amplifier, the larger the savings.

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