

## PRESS INFORMATION

### SMC asks the big question – Are the days of energy saving numbered?

*Johannesburg, South Africa, May 2015*

The simple answer is no. But according to the world's leading pneumatics provider SMC, energy saving is still a numbers game for its customers.

South Africa remains the one of the highest emitters of greenhouse gas CO<sub>2</sub> per capita in the world. The economic benefits of increased energy efficiency is well documented and self-evident. In the first Energy Efficiency Strategy document published for South Africa in 2005, the government outlined clear and practical guidelines for the implementation of efficient practices within the economy. This included the setting of governance structures to promote energy efficiency in industry. The national energy efficiency improvement target was 12% by 2015.

Europe is much further ahead with their energy saving conversations. By 2020, the European Council has set some ambitious targets for energy saving. It has pledged to save 20% of the EU's total energy consumption, reach 20% of renewable energy in the total consumption in the EU and reduce emissions of greenhouse gases (GHG) by 20%.

With governments throughout Europe putting increasing pressure on manufacturers to help deliver the Union's 20:20:20 targets, industries will be forced to implement national and international policies that focus on reducing GHG emissions, in order to meet their environmental responsibilities. "South Africa is in a fortunate position, that we are able to learn from the studies and solutions implemented in Europe to help achieve our own target" comments **Adrian Buddingh, General Manager** of recent new coming to the local arena, SMC Pneumatics South Africa

In Europe over 70% of manufacturers use a compressed air system and generate as much as 55 million tons of CO<sub>2</sub> every year, there is a real opportunity for companies to sharpen up their environmental practices and reduce energy costs.

Despite being one of the main energy sources used by industry, compressed air is often misused and many operators are unaware of the potential saving opportunities, both financial and environmental, that well managed systems can deliver.

Although SMC Pneumatics is a new player in the South African arena, it is no newcomer to the industry. Being established in 1959 and listed on the Japan Stock Exchange in 1987, the company already has foot print in 83 countries. As the world's leading expert in pneumatics, SMC appreciates the benefits of compressed air. Air is an unlimited, natural resource, it's safe as well as being simple to regulate and control. Its advantages as an energy resource are numerous, however, even though air is free, compressed air is not, it comes at a cost!

"We are fortunate that we are able to have insight into best practise and international studies through SMC's

vast experience in the energy saving field. The company's collective data speaks for itself: as much as 50% of the energy consumed can be easily saved. This comprises 20% being saved from air leakage monitoring and control and 30% from optimisation, which includes working with the right pressure, sectorization or using energy efficient components" adds Buddingh.

SMC's Energy Saving components feature the air amplifier, energy efficient air blow guns, nozzles, actuators or the multi-stage vacuum ejector, all of which provide significant savings both financially and environmentally. And the efficiency of these savings can be measured through SMC's market leading online Saving Assessment Tools.

Designed to be easy to use, the Saving Assessment Tools combined with SMC's energy efficient components means the numbers still stack up in favour of compressed air systems, while helping customers to meet their environmental aspirations.

**Photo:** Adrian Buddingh – General Manager, SMC Pneumatics South Africa

*SMC is the world's leading pneumatics provider and has been voted for three consecutive years as one of the most innovative global companies by leading business magazine, Forbes. The company prides itself on working closely with its customers and through its technical support structure is able to provide solutions that improve productivity and reduce overall production costs. The company opened their first South African office in April 2015 under the leadership of well known pneumatics expert, Adrian Buddingh.*

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