



**BUSINESS
ENERGY
EFFICIENCY**
Cambridge &
Peterborough

WEB2MARKET LTD

BACKGROUND

Web2market Ltd is a marketing agency based in Huntingdon. The agency works with companies to help generate marketing strategies, develop logos and brands, and assist with online marketing, website development and Search Engine Optimisation.

Visit www.w2m.co.uk



ACTIONS

Web2market Ltd has already made good steps towards improving energy efficiency within its office building, but the company wanted to go even further. With Business Energy Efficiency's assistance, Web2market Ltd engaged with an LED lighting company called Lumilow Lighting, who undertook the recommended lighting survey. Following the results, traditional energy intensive fittings were replaced with LED lights.

RESULTS

Thanks to the lighting survey, 10 LED fittings replaced traditional lighting, creating a predicted energy reduction of 2028 kWh per year. This in turn creates a predicted carbon reduction of 0.47 tonnes CO₂e and estimated cost savings of £270 in the first year alone.

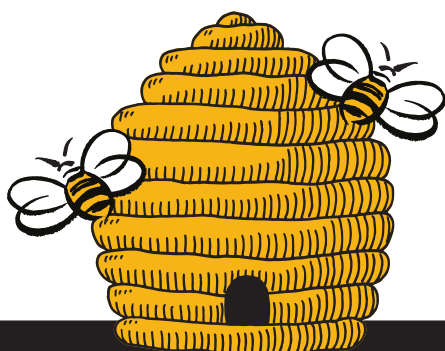
COST SAVING	CARBON SAVING
£270 IN THE FIRST YEAR	0.47 TONNES

"Web2market has benefitted from the impartial, energy advice and guidance provided by BEE. The analysis made financial decisions easier, ideas that we hadn't thought of were evaluated and good suppliers were signposted. We carried out the work and are enjoying the benefits; recommended!" - Nigel White, Director

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