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Go Green, Go With Power Efficiency

Friday November 23, 2007

By [B.A. Hellman](#)[Del.icio.us](#)[Digg](#)[Email](#)[Comments \(1\)](#)

Al Gore isn't the only investor keeping an eye out for environmentally-friendly investment options these days - seems that these opportunities are becoming increasingly appealing to the financial community. For those of you looking to get on board, take a look at this nobosh staff special "green" investment pick - Power Efficiency Corporation.

Power Efficiency Corporation (Ticker: PEFF.OB), headquartered in Las Vegas, Nevada, is dedicated to energy efficiency, offering a new patented technology, "E-Save Technology."

E-Save Technology is a follow-up to the company's Power Genius product, which works to reduce the amount of energy used by electric motors in applications such as escalators, elevators, grinders, granulators, mixers, saws and stamping presses. Energy savings from the Power Genius product is typically in the range of 20 to 40 percent in the applications that meet necessary criteria, while increasing motor life.

How the technology works: Electric motors in the devices of Power Efficiency's products typically operate in a binary mode, either on or off. Without the Power Efficiency technology, the average active motor is always active, running in full force and not accounting for the size of the load and amount of power. The Power Genius technology works to cut power by taking the current load into consideration and only providing as much power as necessary.

The result? E-Save Technology has been proven to increase the efficiency of electric motors by 15-35 percent. Given that the majority of electric motors are inefficient and consume over 25 percent of the nation's electricity, this new technology has significantly positive consequences.

In a corporate setting, Power Efficiency Corp. has already implemented their technology in several facilities, including Los Angeles Metro, Seattle-Tacoma International Airport, Toronto Pearson International Airport, Caesar's Palace casino, and several commercial escalators (part of a Southern California Edison initiative). Results have exceptionally positive, validating the company's energy efficiency claims.

Next in the line of exciting developments is a new product powered by E-Save Technology that can increase energy efficiency in household products. Very soon, E-Save Technology could be in important component of residential air conditioners, pool pumps, and washers and dryers, among other devices found in the home.

Does the company still need to prove its technology? Yes - especially in the home appliance sector. Does the company have a long way to go? Yes. Has the stock recently had a nice run up and bullish move. Yes. All good questions, all good answers.

Company insiders have continued to invest their own money in the company. Recently, those with internal associations, including Steven Strasser (Chairman and CEO) and three other directors, invested \$1.15 million in a equity of financing of \$5.675 million. All signs suggest that a first look (and possibly second and third) at Power Efficiency Corporation is a smart move.

A short time ago, Steve Strasser admitted that no one really cared about utility savings. Well, times have certainly changed; electricity prices are rising with no end in sight and new global warming concerns surface every day. The nobosh staff believes going green and going Power Efficiency are both good calls - for your stock portfolio and your community.

Full Disclosure: The author is long shares of Power Efficiency Corporation (Ticker: PEFF.OB)

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