



## Soaring energy prices drives early pre-season sales on efficiency products

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By Nate Delman,

Enviro-Tech Market Watch Still almost a full month away from the official close of the summer season, for most of us, the winter blues are now fully out of sight and out of mind. But, with energy prices where they are, it seems that for property owners the chill is already setting in.

"We're definitely seeing a very early start to the season this year," said Sol Levy, a senior sales agent at EnTech Digital Controls. EnTech has emerged as one of the area's leading manufacturers and providers of computerized boiler control products and services. The growth of EnTech's market share has grown beyond its traditional base of centralized steam boiler properties. In recent years, the company has rolled out a series of new add-on modules and relay devices that have greatly expanded its control and monitoring capabilities to a whole new range of applications.

According to Eric Soloff, the company's director of operations, demand for EnTech's flagship control system, the VR-500 has branched out to new markets such as hydronic and vacuum systems, as well as complex heating setups with multiple boilers, zones or pumps. Customized integration allows for automated activation of control valves, modulating valves and other mechanical control devices. Enhanced wireless technology has also made the system ideal for garden style apartments and other remote multi-heating plant situations.

"When you look at the amount property owners are spending on their heating bills it's really a no-brainer," said Simon Soloff, EnTech's VP of marketing and sales. "The mistake people make is the assumption that all control systems are created equal. My advice is, when looking into a monitoring and control provider, one needs to do their homework carefully. How does the system perform in their specific type of setup? How satisfied are the tenants? What does the super have to say? What about the boiler companies?"

At EnTech's corporate headquarters, company executives respond with obvious pride when asked about the unparalleled reputation they have earned in the industry. Laura Bendayan, EnTech's director of marketing said, "When managements, boiler companies and even energy suppliers are all referring clients to you, I guess you know you're doing something right.

"The buzz we've created in the industry is a result of years of hard work, dedication and a passion for innovation. Our R&D division is attuned to the frustrations that managers deal with and is constantly inventing new innovative solutions to address these concerns."

Indeed, the VR-500 boasts an unparalleled versatility and flexibility in its rule sets and programming capabilities, to accommodate a host of setups and scenarios. The company's Energy Management Service is a unique program, where EnTech's in-house technicians perform regular detailed computer logins and data analyses to assess boiler performance. EnTech's staff undertakes the entire burden of operating the control system, including optimizing the setting adjustments as well as

performing comprehensive troubleshooting and diagnostics.

EnTech is an approved market partner under Con Edison's Power of Green program and has earned the top-rated endorsement of CHI Energy - a respected consumer non-profit group.

Perhaps it's somewhat ironic that the down economy is one of the primary forces behind the surge in this growing industry. People are holding back on investing in their properties, but a computer system offers such a quick and robust return on investment that property owners don't view it as a financial outlay.

Judging by volume of proposal requests coming in now, EnTech is all set for record sales season. Bendayan says EnTech's installation crews are geared up and ready for the peak season but recommends ordering now to insure installation and setup before the freeze sets in.

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