

# Pump Systems Matter

An Educational Foundation of the Hydraulic Institute



## Who are we?

Pump Systems Matter (PSM) is a non-profit (501(c) 3) educational foundation, established to educate the marketplace and promote pumping systems energy efficiency. PSM brings together a wide range of stakeholders to advocate for the benefits gained by optimizing pumping systems.

## What is the problem?

Worldwide electrical energy usage has been projected to increase by as much as 87 percent by 2035, using a 2007 baseline<sup>1</sup>, while fossil fuels continue predominately as the source of this energy.

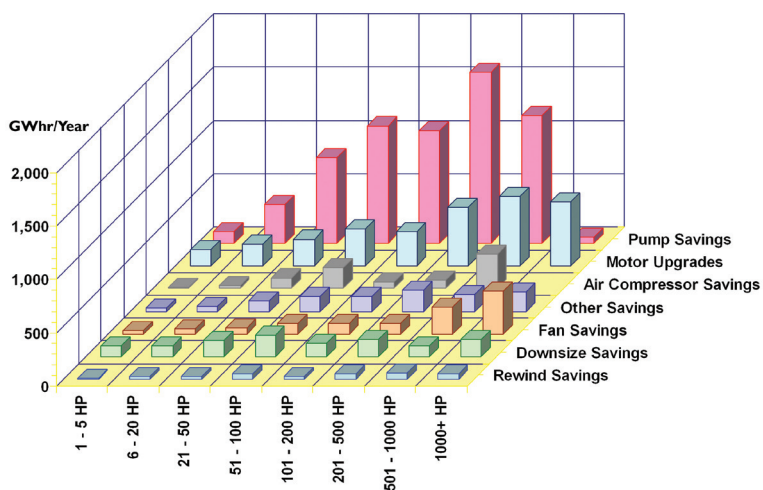
In the U.S. industrial sector, pumping systems account for 25 percent of the total energy consumed by electric motors and over 50 percent of the electricity in pumping intensive industries<sup>2</sup>. Pumps are inherently efficient, but often they are operated in an inefficient manner.

## Why is our success important?

When pumping systems are optimized for best efficiency, they improve a company's profitability with lower energy and maintenance costs, longer mean time between repairs, reduced CO<sub>2</sub> emissions and a more reliable system overall.

Energy savings of 20% to 40% or more are possible with pumping systems optimization. PSM sponsors are leaders in helping pump users in many different industry segments achieve these savings.

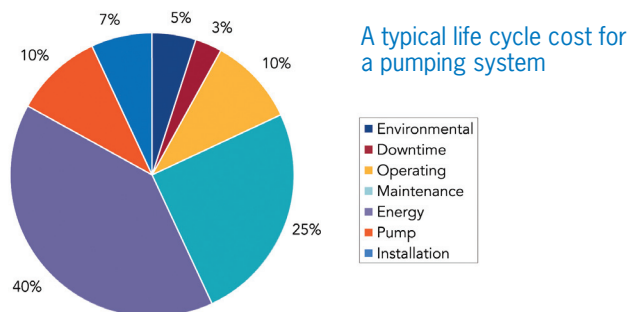
Potential energy savings, by motor HP and application<sup>3</sup>



## How we can all be successful?

PSM's mission is to provide the marketplace with tools and collaborative opportunities, including energy efficiency education, to integrate pumping systems optimization and energy efficiency practices into normal business operations.

As a sponsor of Pump Systems Matter you can participate in education and advocacy for pumping systems efficiency and energy conservation.



## How does being a sponsor benefit you?

### 1. Advance awareness and incentives to optimize pumping systems:

Lead in the development of messaging campaigns, utility rebates and incentive programs to guide end-users in improving their pumping systems. Provide industry experts to PSM committees, actively working these issues, leveraging your own corporate resources.

### 2. Market Transformation

Support the Market Transformation initiative by driving home the value of pumping systems optimization LCC-based purchasing and energy management best practices. Focus end users on buying based on total cost of ownership and system performance, resulting in better customer satisfaction and new and increased market opportunities, which can help increase the bottom line.

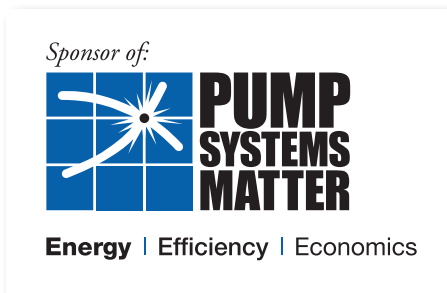
### 3. Education and Training:

Pump engineers have long known that the highest level of pumping efficiency and reliability is directly associated with matching pump performance to the system requirements, while operating the pump at its Best Efficiency Point (BEP). PSM educates the worldwide pump community through webinars, technical training, and on-line courses about pumps, pumping systems and the value of pumping system optimization.

#### 4. Gain Market Exposure:

Gain recognition as a LEADER and increase your competitive business advantage by introducing your customers, vendors, distributors and industry colleagues to more reliable and efficient pumping systems energy management processes and best practices.

Use the PSM Sponsor logo on your website and other marketing materials, which will distinguish you as an industry leader that recognizes the value in energy efficiency. See: [www.PumpSystemsMatter/Logos](http://www.PumpSystemsMatter/Logos)



Expand your exposure by linking your organization's website to the [www.PumpSystemsMatter.org](http://www.PumpSystemsMatter.org) and being recognized on our site as a PSM sponsor. Help drive traffic to the PSM site to add greater credibility to pump systems energy-savings opportunities.

#### 5. Timely Insights: Energy Efficiency Trends:

Gain access to a network of broad-based organizations. Collaborate between pump manufacturers, suppliers, utilities, users, contractors and the NGO community as well as government agencies.

Learn about national energy efficiency initiatives through PSM's ALLY alliances with the U.S. Department of Energy (DOE) and American Council for an Energy Efficient Economy (ACEEE).

#### 6. Save Money with HI and PSM Discounts:

Save thousands of dollars when hosting the Pumping Systems Optimization, 1-day course for key customers, pump distributors, or in a particular service territory or customer base. Save even more money in hosting a course when you have a PSM Qualified instructor on your staff.

Save money in reaching customers in key markets, with advertising discounts in trade publications, when PSM/Hi arranges for special issues on pumping systems optimization opportunities.

Save 25% on all purchases of Hydraulic Institute standards, guidelines and other resources.

#### Who is Involved?

Pump and supplier OEMs, and engineering consulting firms that are members or Standards Partners of the Hydraulic Institute are PSM Sponsors.

Utilities, energy efficiency NGOs, and end-users of pumps become Sponsors of Pump Systems Matter directly.

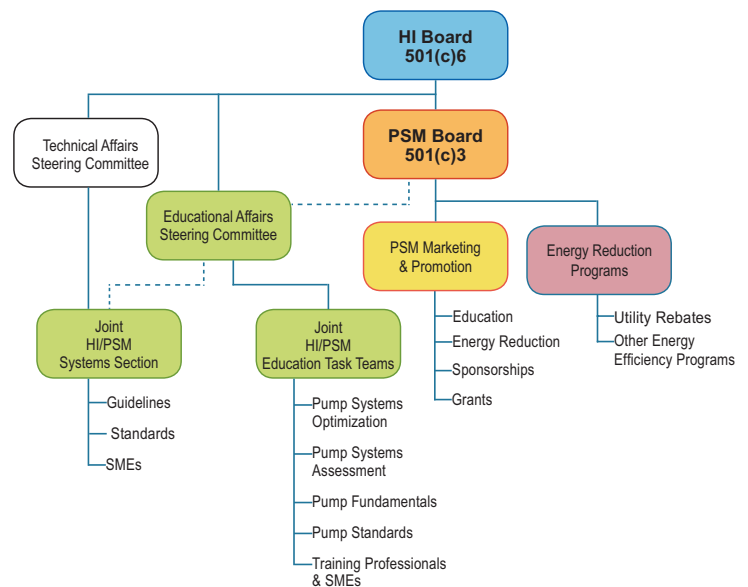
#### How to become Active?

Several PSM committees exist to engage sponsors in the creation of new programs, services and educational offerings. PSM sponsors are encouraged to nominate individuals to become active on PSM committees—and help lead PSM to greater accomplishments.

Sponsors are encouraged to participate as content contributors, serve on committees and as course instructors.

Contribute to the development of Utility Pump Rebate and Incentive programs, magazine articles, presentations and technical papers.

#### PSM Organization & Committee Opportunities



#### Learn more:

Visit [www.PumpSystemsMatter.org](http://www.PumpSystemsMatter.org) for more information about the benefits of PSM Sponsorship and the relationship between Pump Systems Matter and HI, as well as tools, training and PSM participation opportunities.

- 1 U.S. Energy Administration
- 2 U.S. Department of Energy
- 3 U.S. Industrial Motor Systems Market Opportunities Assessment, U.S. Department of Energy



Energy | Efficiency | Economics

6 Campus Drive  
First Floor N  
Parsippany, NJ 07054-4406  
(973) 267-9700 x216

[www.PumpSystemsMatter.org](http://www.PumpSystemsMatter.org)