

CEO to Reduce Business' CO2 Emissions, Help Heal Environment and Cut Energy Costs

Mickey Owens, CEO of GES Green Technology, offers energy alternative for small and large business with guaranteed 10% savings on electric bill

By Deborah Bostock-Kelley

880 Words

"This country is facing is a huge problem in global warming that affects everyone and the biggest cause is CO2 emissions. The last time CO2 testing was completed in April, CBS News reported that CO2 levels- for the first time in 800,000 years- have reached 400 ppm. We should be no higher than 300. If we don't make some drastic environmental changes regarding CO2 emissions," explained Mickey Owens, CEO of GES Green Technology, "we won't be able to see the sky in ten years."

Mickey is offering an affordable break-through energy-saving alternative, IceCOLD to commercial businesses and will soon make available to the residential market.

"The biggest problem we have today with IceCOLD isn't the performance – in fact it does better than they say it's going to do. Test result in the Tampa area have shown upward of 22% saving in energy cost and a reduction of 30% on CO2 emissions.

Owens' goal is to make IceCOLD a recognized eco-friendly name, synonymous with environmental healing and energy savings.

Developed 13 years ago by Texas engineer and inventor David Pickett and vigorously tested by independent laboratories including Westinghouse and Idemitsu, IceCOLD is a unique catalyst applied to the synthetic oils in heating and cooling equipment that extends the life of the compressor system and reduces CO2 emissions.

IceCold has been approved by General Service Administration (GSA) for the U.S. Government to reduce energy costs and CO2 emissions. Nineteen electric companies throughout the United States offer rebates to customers who install IceCOLD into their air conditioning units.

Owens explained that the biggest culprit of CO2 emissions is the electricity used by people cooling and heating their homes and businesses. 65% of electric bill is due heating and cooling.

"IceCOLD is added to the air conditioner just like Freon. It allows the air conditioning unit to run more efficiently, saving energy, reducing your energy costs and cutting CO2 emissions," said Owens. "The system runs less, thereby using less electricity and the equipment lasts longer."

But that isn't the only benefit of using IceCOLD. It lasts the lifetime of the air-conditioning unit, does not need to be refilled, and does not void the warranty as some air-conditioning companies have claimed.

"The consumer is protected under the Federal Trade Commission's Magnuson Moss Act," said Owens. "Using IceCOLD cannot void your equipment warranty."

In addition, the consumer is guaranteed a savings of ten percent off their electric bill or his money back.

IceCOLD has had successful pilots and full installations at many major corporations such as UPS, Costco, 7-11 Corporation and Hampton Inn, among others.

According to the IceCOLD website, 7-11 Corporation USA reported a savings of 1.3 million pounds of CO2 every year at its refrigerated warehouses.

“We’ve had thousands of successful installations and zero complaints,” said Owens. “Generally, the return on investment on a product like this is years down the road. Every other energy conception has a payback of three to five year. IceCOLD has a payback of less than one year, an ROI of up to 500 percent and higher, and it lasts the life of your unit.”

Most recently, after viewing an IceCOLD demonstration under operating conditions, the Southeastern Fisheries Association is recommending IceCOLD to their fisheries.

“We choose IceCOLD because of the potential to put in a device that would reduce emissions and save electrical. All the people in the seafood industry know this is an opportunity to save on their electrical and help the environment at the same,” said Southern Fisheries Association Executive Director Bob Jones. “Here’s our chance to do our part as far as climate change. “

Along with promoting the eco-friendly alternative in the United States, IceCOLD is launching in Latin America and the Dominican Republic. The Dominican Republic imports 90 percent of its energy fuel requirements.

Owens is working with Ramon Albuquerque, Albuquerque Energy Renewable Association in the Dominican Republic to implement IceCOLD into hotels, office buildings, and other places of business where an outdated utility grid has caused rolling blackouts.

The Dominican Republic has thousands of international visitors and the hot tropical climate requires the hotels be cooled year round.

“We started using this product in a few hotels and government institutions with great success in terms of energy savings,” said Ramon. “Its application will save many hotels from bankruptcies because of their awfully high electrical bills. The same is happening with other sectors of the economy, as well as with the governmental buildings, hospitals and study centers. We use to say that IceCOLD has come to help us with the extremely high pricing of energy today. Petroleum represents 25% of the imports of Dominican Republic and IceCOLD will contribute greatly in saving part of this money.”

Owens is convinced IceCOLD can help solve this serious environmental problem worldwide.

“IceCOLD is an affordable and simple solution to a universal problem,” said Owens. “With a money-back guarantee, it’s a win-win situation for the consumer and more importantly, for our environment.”

Learn more about IceCOLD at IceCOLDEnergysolutions.com or contact Owens directly at (813) 258-3202 or mickeyOwens1@verizon.net.