

## **Head: ENERGY SAVINGS**

### **Subhead: New electric motor range is launched**

With the looming State-owned power utility Eskom's electricity rate increase, all companies are keen to save power going forward. Electric motor distributor Zest Electric Group has launched the new **WEG W22** electric motor range in South Africa to provide energy savings.

Zest chairperson and CEO **James Blakemore** says that companies want to use electric motors that are more efficient, last longer and are more user and environment friendly as part of their "going green" strategy. With increased computer and imaging technology, equipment manufacturers, such as **WEG**, have improved their motors, which now include better air-cooling and ventilation systems, as well as superior windings.

"Zest is one of the first companies in the country to bring out a state-of-the-art electric motor for industry. I would like to think that this is how all electric motors will be made in the future," he says.

The new motor range has better design capabilities to ensure the best possible performance. It offers customers lower maintenance, noise and vibration level reduction and lower cost of ownership. The range also decreases the actual energy required in specific industrial and mining applications.

Blakemore comments that electric motors account for about 60% to 70% of mines' electricity consumption and they can save up to 3% on their electric motor bill using the new range, which is a large cost saving.

Other benefits of the **WEG W22** motors include increased heat dissipation, vibration monitoring, flexibility of terminal box mounting positions and reduced operating temperatures through the **efficient** cooling system. Efficient heat dissipation and lubrication systems result in lower maintenance costs and the new W-seal and W3 seals provide improved protection against **the ingress of** contaminants.

Zest is providing its customers with an improved electric motor at no additional expense, as it is supplying the new range at the same price as the previous range. The first stocks arrived about three months ago to a positive response from the South African market.