



**BLUS**

Bottom Line Utility Solutions, Inc.

**CALWEP WINTER PLENARY**

**[WWW.BLUSINC.COM](http://WWW.BLUSINC.COM)**

# THE COMPANY

Bottom Line Utility Solutions (BLUS) is an industry leader in the water and energy conservation industries.

Our core business is the installation of water and energy saving products, services, and upgrades

We have been in business for 21 years and have 65 employees



# SCOPE OF SERVICES

- ❑ No Cost water and energy survey of any site
- ❑ Retrofits Offered:
  - ❑ Toilets, showerhead, aerator and thermostatic valve replacements
  - ❑ Commercial toilets and urinals.
  - ❑ Toilet leak Sensor technologies
  - ❑ Irrigation controls
  - ❑ Various energy saving products (lighting, boilers, pool equipt, EV charging stations and others)

# END USER CUSTOMERS AND PARTNERS





# OUR WATER AGENCY PROJECTS

## Current Water Utility Contracts:

- \* SFPUC - direct install plumbing contract.
- \* Santa Clara Valley Water District - direct install plumbing contract.
- \* Golden State Water - direct install plumbing contract.

## Past Water Utility Contracts:

IEUA, WMWD, West Basin, IRWD, Elsinore Valley, Marin Municipal, Hayward PAYS, Windsor PAYS, EMWD.

**ENERGY PROGRAMS:** PGE, SCE, SCG.

# OUR APPROACH

- \* Established State-wide client base of multi-family clients.
- \* When we have a new utility program - we fulfill the goals or budget of the program in 2 ways;
  - A. bring our established clients into the program quickly.
  - B. Sophisticated direct marketing email and phone campaign to secure new customers.
- \* We combine programs from both water and energy utilities;
  - A. More value to client-One stop shop
  - B. Maximize participation for customers and utilities.
- BLUS backs up strong marketing with award-winning contracting work and customer care.





Thank you for your time today

