



## Selling Eco-Friendly

The clothes and gifts that line the shelves at SHIFT Eco-Boutique (SHIFT) are the centerpiece of owner Amanda Converse's philosophy and mission. Every piece in the store is made from eco-friendly material, such as organic cotton, fibers recycled from old TV tubes and even materials reclaimed from munitions in the old mine fields of Cambodia!

SHIFT's environment-friendly philosophy also extends to the store's reclaimed hardwood floors and energy efficient LED lighting – carefully chosen to bathe the store's products in flattering light.

To tighten the building's energy envelope, plugs are placed in all unused electric outlets and weather stripping has been installed on all doors and windows.

### HOW CAPE LIGHT COMPACT HELPED

SHIFT went through an energy audit from the Cape Light Compact and had every light in the store replaced with an energy efficient LED bulb at no cost.

### THE RESULTS

SHIFT is not a big store, nor a big business, but actively pursuing energy efficiency makes a big difference in SHIFT's bottom line.

### CASE STUDY

## SHIFT Eco-Boutique HYANNIS, MA

### FACTS at a GLANCE

- Products for sale are made of eco-friendly materials.
- The store itself has been transformed to become energy efficient.
- The Cape Light Compact energy audit helped sustain the mission and increase the bottom line.

## What can Cape Light Compact do for you?

The Cape Light Compact Energy Efficiency Program offers generous incentives for energy efficient new or retrofit building projects. To learn how Cape Light Compact can help you save energy and money call 508.375.6886 or visit [www.capelightenergy.org](http://www.capelightenergy.org).

Read more about this project at <http://www.capelightcompact.org/case-studies/>

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