



Contact:

Mike Ballard, SunTrac Solar
mballard@suntracsolar.com
720.641.5919

FOR IMMEDIATE RELEASE

[SunTrac Up & Running at Aurora Organic Dairy Test Site](#)

Boulder, CO July 18, 2011 – Aurora Organic Dairy (AOD) is now on-line with 10 SunTrac solar hot water panels for one of its milking parlors. As AOD looked at ways to cut energy costs and reduce their use of non-renewable energy, they sought a high performance solar hot water panel that delivers high efficiency “process” water temperatures as a test at their Platteville Dairy in Colorado. They found SunTrac just up the road in Golden, Colorado.

“Hot water is a major operating expense for any dairy, said Scott McGinty, President of Aurora Organic Dairy. “As we looked at reducing operating expenses we knew we were using a significant amount of energy to heat water in our milking parlors, so we opted to look at energy from renewable sources. Given that we operate in relatively sunny climates, Solar thermal seemed like the answer to producing hot water renewably and to help reduce our carbon footprint. We selected SunTrac to test this up-and-coming technology.”

Made in the USA, SunTrac tracks the sun to concentrate its energy to produce higher water temperatures than flat plate collectors. SunTrac combines the performance of Concentrating Solar Panels with high efficiency and the size, toughness and endurance of a flat-panel enclosure. Solar hot water is far more efficient than its famous cousin solar electric, (aka “photo-voltaic”) and is useful in commercial applications such as agriculture and food processing. These applications are often located in rural areas and require more expensive fuels, such as propane, electricity or heating oil. SunTrac’s ability to produce fluid temperatures up to 250 degrees Fahrenheit make it ideal for process hot water applications.

Aurora Organic Dairy’s mission is making high-quality organic dairy products more available for American families. With a foundation of sustainability, the company is a leading producer of private-label and store-brand organic milk and butter. The organic production company includes headquarters offices in Boulder, Colo., organic dairy farms in Colorado and Texas, and an organic dairy processing plant near Platteville, Colo. For more information, visit www.auroraorganic.com.



AOD's SunTrac panels were installed by Colorado integrator Simply Efficient. Says SunTrac CEO Bill Lowstuter: "We brought in Simply Efficient because of their professionalism, responsiveness and experience. It's a beautiful installation, and we couldn't be happier." Simply Efficient is headed by founder Daimon Vilppu, and provides solar and wind solutions for businesses and residences. "We're excited about SunTrac because it's a technological break-through for solar hot water. It is simple and yet elegant in design, and we look forward to installing a lot more."

www.simplyeff.com