



drax

Electric  
Assets

Delivering guaranteed savings through  
flexibility for Sundown Products





"Drax is helping its supply customers to optimise their energy use by delivering fixed, risk-free savings.

We're proud to play a leading role in the UK's decarbonisation efforts, through supporting businesses with renewable electricity and additional services.

We look forward to continuing our relationship with Sundown Products and helping to drive value for them moving forwards."

**Adam Hall**

Energy Services Director, Drax



## Focusing on flexibility

As the UK continues on the road to decarbonisation, increased renewable generation and greater system volatility mean that we'll need more system flexibility in the future.

Our Electric Assets team is bringing flexibility solutions to the market. Partnering with businesses, we're unlocking greater value for our customers through delivering risk-free savings.

By helping our customers to better understand their energy - and giving them greater control over how and when they use it - we're helping British businesses to decarbonise.



## Introducing Sundown Products

Sundown Products, an agricultural business from Huntingdon in Cambridgeshire, has been a Haven Power customer for almost a decade.

The business manufactures premium animal bedding and feed, and since 2002 has held a Royal Warrant in recognition of the quality of its work.

And as a Haven Power customer - one of Drax's energy supply businesses - Sundown Products is also taking advantage of our asset optimisation expertise.

Our Electric Assets service helps our customers identify how much of their electricity demand is flexible, and what costs savings they can achieve by allowing us to manage their assets.

## Identifying the business potential

Our Electric Assets service begins with a full requirement review. In understanding each business's operations, we're able to offer solutions that guarantee financial return.

We worked with Sundown Products to investigate their operations, analysing half-hourly data patterns and learning about their on-site processes and machinery. We also met with their site engineers to find out where their pain points are.

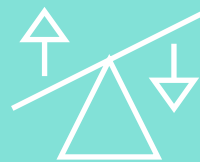
By simplifying the complexities and removing risk, we've helped Sundown Products to reduce its costs by £35,000 per year - a saving which we were able to guarantee up-front.



Cost avoidance



Trading



System stability



Sundown Products was keen to build on our existing relationship, and has been impressed with the results we've delivered so far.

"We've been buying electricity from Haven Power for nine years," explains David Cubitt, the company's Managing Director.

"We like booking our contracts for a long time and Haven Power offered competitive rates each time it came to renewal.

"We trust Haven Power, and we were prepared to go with them. There's a lot of people who I wouldn't trust in the electricity market, and that's the difficult thing.

"When Haven Power referred us to their Electric Assets team, we were interested in learning more and we've been delighted with the results of the partnership so far."

Jake Miller, Head of Electric Assets, Drax, helped Sundown Products to understand the additional value we could offer them.

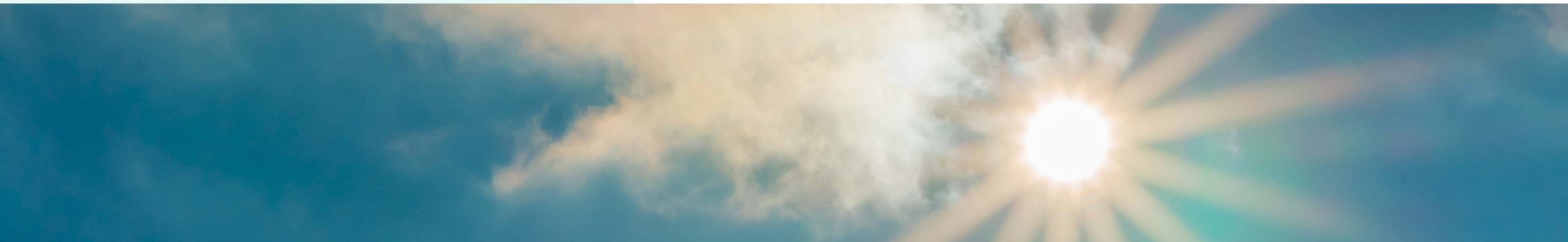
"Our Electric Assets offering is a new and developing area of the Drax business. It's adjacent to energy supply and means we can help our customers to identify flexibility in their operations, and to offer them value for that.

"For Sundown Products, this meant working with them to identify flexibility within their processes. We'll always work with our customers to understand their needs so that we can offer a solution that works for them."



"...we've been delighted with the results of the partnership so far."

**David Cubitt**  
Managing Director,  
Sundown Products



## Delivering guaranteed value

Our asset optimisation model is unique in providing a commitment to a pre-defined annual 'flexibility value' for our electricity supply customers.

It also guarantees a discount to electricity supply contracts, removing uncertainty and without reconciliation.

As Sundown Products' energy supplier, we're uniquely positioned to offer the company additional value, with an element of wholesale market trading arbitrage.

"We believe that demand flexibility will help to shape the future of the energy network. In a world with increased renewable penetration, we can offer opportunities to our customers while also providing resilience to the energy network.

"As the grid evolves, we're here to support our customers with innovative solutions, helping them to save money and to reduce the environmental impact of their operations."

Jake Miller  
Head of Electric Assets, Drax



This highly collaborative effort has allowed Sundown Products to think about how it can schedule its operations to support the grid at times of system stress.

"We're a seasonal business. We know that if we're going to be turning down in the winter, we can work longer in the summer when the energy is more available and cheaper.

"We just feel good about it. If we can turn down at short notice when it's required, we think that's good – we like that.

"The optimisation, combined with 100% renewable electricity supply, is a very significant benefit to us."

**David Cubitt**

MD of Sundown Products

Sundown products has achieved an annual saving of £35,000, with future opportunities identified.





## Extending the partnership

At Drax, we'll also work alongside your preferred energy consultant or other partner to deliver value without disrupting your operations.

For Sundown Products, our ability to work in partnership with its chosen third party intermediary, Brownlow Utilities, kept everything moving smoothly.

Brownlow Utilities helped Sundown Products to realise further savings. By undertaking extensive audits, the energy consultant has helped to unlock additional value in reducing Climate Change Levy (CCL) payments.

"We're delighted to work alongside Drax. We offer flexible energy purchasing support to Sundown Products, helping the company to realise significant savings. Alongside this, we helped to minimise the business's exposure to the Climate Change Levy non-commodity cost.

"Drax has definitely impressed us with its professional partnership approach. We'd recommend the company to any of our customers looking to get even more value out of their energy asset portfolio."

Stephen Cross  
Operations Director, Brownlow Utilities







## Supporting grid stability...

The UK's undergone significant decarbonisation over the last 10 years, and the trend's set to continue in the future.

As renewable generation's increased, the energy network's become less stable. Most renewable sources are intermittent, and don't offer the same benefits that are built in with fossil fuel generation.

This has led to increased price volatility in wholesale markets, as well as a requirement for National Grid to procure more bespoke system stability services.

Demand-side response (DSR) incentivises energy users to reduce their energy use at times of peak demand.

This usually involves turning down non-essential processes for a set time.

By taking advantage of offerings like DSR, you can benefit from revenues generated by wholesale energy trading, National Grid balancing schemes, and peak network cost avoidance. Meanwhile, the grid is better able to support intermittent renewable electricity sources.



## ...and supporting our customers

Our integrated flexibility product allows access to all revenue streams without any complicated additional contracts.

We'll handle the complexities - managing trading, cost avoidance and ancillary services contracts - so that you can focus on your business.

Subject to a full site assessment, we can offer you a fixed discount to your energy costs.

We'll model the potential savings you can achieve and fix a proportion of the projected value. This will give you a fixed unit rate reduction for each participating site, while removing all risk.

For transparency, we'll give you a clear view of the value of optimisation by baselining against the cost to the site had no action been taken.

All bills are integrated, giving you a simple, unified view of your energy expenses and savings.





# Drax - sustainability as standard



Drax Power Station provides 11% of the UK's renewable power, and is the largest decarbonisation project in Europe



We have partnerships with over 2,300 renewable generators across the UK



Our ambition is to be carbon negative by 2030

## Get in touch

To find out how we can help you to identify flexibility opportunities in your business operations, contact our Electric Assets team today.



[energy.drax.com/electric-assets](https://energy.drax.com/electric-assets)



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