



# Comparison Guide: Traditional Energy vs. Solar Energy for Businesses



POWERING BUSINESS  
POWERING CHANGE  
POWERING CANADA

**Are you  
evaluating  
energy  
options  
for your  
business?**





205 Carnegie Drive



Telus Park Calgary

Understanding the differences between traditional energy sources and solar energy is crucial for making informed decisions that align with your business goals. Explore the key considerations outlined below to assess which energy solution best suits your needs.

## 1. Cost Efficiency

### *Traditional Energy*

- Market dynamics and supply-demand imbalances means that reliance on grid electricity means fluctuating rates.
- Businesses may face unpredictable energy expenses, making budgeting and financial forecasting challenging.
- Long-term costs can escalate due to potential fuel price increases and regulatory changes impacting traditional energy sources.

### *Solar Energy*

- Solar energy offers a predictable and stable energy source, reducing reliance on volatile utility rates and minimizing exposure to price fluctuations.
- Solar Lease programs—a landlord puts up the capital for a solar array and leases it to the tenant for less than they save on power—are a cost-saving win-win.
- Businesses can join the Solar Club and sell their excess energy. [Click here](#) to learn more.

## 2. Reliability and Resilience

### *Traditional Energy*

- Businesses reliant solely on the grid may experience downtime and productivity losses during power outages, impacting operations and customer service.

### *Solar Energy*

- Solar energy systems reduce dependence on centralized grid infrastructure and minimize downtime risks.
- Battery storage solutions enable businesses to store excess solar energy for use during peak demand periods or grid outages, ensuring uninterrupted power supply.

| Inferno Solar offers battery storage solutions, too!



Multi-level Distribution Facility



Timbertown

### 3. Corporate Social Responsibility (CSR) and Environmental Social Governance (ESG)

#### *Traditional Energy*

- Traditional energy sources, such as coal, natural gas, and oil, contribute to air and water pollution, and your business may want to invest in a post-traditional energy future.

#### *Solar Energy*

- Solar energy is a clean, renewable energy source that produces zero emissions during operation, reducing carbon footprint.



The Clean Technology Investment Tax Credit can help Albertan business owners offset upfront investment costs.

## 4. Financial Incentives and Rebates

### *Traditional Energy*

- Limited financial incentives and rebates are available for businesses using traditional energy sources, with few opportunities to offset operational costs or incentivize energy efficiency upgrades.

### *Solar Energy*

- Governments offer a range of incentives and rebates ([like the Clean Technology Investment Tax Credit](#)) to businesses investing in solar energy, reducing upfront capital costs and accelerating return on investment.

## Make an Informed Decision

As you weigh your options for powering your business, consider the tangible benefits and trade-offs associated with traditional energy and solar energy solutions. By evaluating factors such as cost efficiency, reliability, environmental impact, and financial incentives, you can make a strategic investment that aligns with your business objectives and sustainability goals.

**Contact us today** to explore how solar solutions can empower your business for a brighter, more sustainable future.

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The Little Potato Company

**Harness the  
power of solar  
energy to drive  
cost savings,  
enhance resilience,  
and reduce your  
environmental  
footprint.**

