

MEDIA RELEASE
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Utilise puts business power prices under the spotlight

Electricity retailer, Utilise, launches today with a focus on providing Kiwi businesses around the country with customised electricity pricing.

Unlike other electricity companies, Utilise combines smart meter technology, which is currently being rolled out around New Zealand, with especially developed pricing software enabling it to deliver power prices that are based on consumption rather than generic flat rate plans.

Executive Director, Simon Young, developed the Utilise concept along with its proprietary pricing software, and says it means small to medium enterprises can tailor a power plan to suit their business operations, the unique demands their appliances and equipment have and the hours they work.

“Using technology to provide better value for electricity customers is something I’m driven by and it’s the basis upon which we built Utilise – to specifically help businesses.”

Utilise undertook research which asked businesses what they wanted from an electricity provider, with the results showing efficient and easy billing systems and saving money were key priorities.

“New Zealand’s a country driven by the expertise and hard work of these types of businesses and through that research it became apparent they could be better served and receive better prices from their electricity supplier,” says Mr Young.

“It pointed to a gap in the market and so we’ve designed our services based on their wants and needs.”

Mr Young, who has executive and board experience across the electricity industry, says Utilise analyses the electricity a business uses to understand how and when they use it.

“With smart meters we can measure electricity usage every half hour, so businesses can really benefit from lower off peak prices. This enables us to pass on our best possible energy price to customers.

“Our prices are also set for the term of the contract, so customers don’t have to worry about managing the ups and downs within the electricity spot market – that’s our job,” says Mr Young.

“Businesses have got better things to do than worry about what they’re going to be paying for electricity, so by partnering with Utilise they can just get on with running their business.”

He cites supermarkets, restaurants and companies operating 24/7 as examples of businesses with very unique power needs that can save money if their power usage is tailored to suit their needs and demands.



“Some businesses have refrigeration running all night, and if you are a business that operates 24/7 then you can take advantage of off-peak rates. Take a restaurant for example; they may use a significant proportion of power through the evening and during weekends when wholesale electricity is cheaper. Off peak prices at off peak times can make all the difference – 60% of hours in a week are actually off peak. There has to be some savings here for businesses.”

Utilise also offers a billing system designed specifically for businesses, a variety of ways to get in touch, including via webchat and an in-house call centre, and the ability to view and manage your own information online 24/7.

“We’re an electricity retailer set up by business people for business people and we back it up with market-leading innovative technology, expertise in the electricity sector, and a focus on good old fashioned customer service.” Young adds.

For more information go to www.utilise.co.nz

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About Utilise

Utilise is a progressive new electricity retailer which customises power solutions for the business market. It uses pricing software that means the best possible power price is delivered to the customer. The Utilise customer service proposition delivered in person and online is designed specifically to meet the needs of business customers.

Utilise is owned by **Opunake Hydro Ltd (OHL)**, an electricity generator and retailer based in Taranaki. OHL engaged **Millennium Corporation**, a boutique consulting group, to assist with the development, launch and growth of Utilise in the market.