BALA
CORPORATE EXPERIENCE

BLOOM ENERGY SERVERS

Recently, Bala engineered the first installation of Bloom Energy Servers in Philadelphia and one of the first installations on the East Coast at Urban Outfitters Headquarters Campus. Located at the Philadelphia Navy Yard, the three "Bloom Boxes" are producing 600kW of clean, reliable and affordable electricity on site for Urban's Campus.

The Bloom Energy Server is a new class of distributed power generators that uses solid oxide fuel cell technology. A fuel cell is like a battery that always runs. The cells convert fuel (natural gas in this case) into electricity through a clean, electro-chemical process. Unlike other cells, there are no corrosive acids or precious metals used, and no combustion process to produce high levels of pollutants.

These Bloom Servers will reduce Urban Outfitters' yearly CO_2 emissions by 52%, which is equivalent to removing 720 Honda Civics from the road! Major West Coast firms, such as Google, FedEx, Walmart, Staples and Ebay are embracing Bloom Energy Servers; especially where round-the-clock, 24 x 7 operations are required.

Bruce Young, Bala's lead electrical engineer on the project and Senior Associate said; "Producing electrical power from natural gas with no internal combustion or harmful pollutants is amazing. We look forward to engineering more Bloom Energy Server installations for Urban and other clients to help them reduce their environmental impact and their need for increasingly expensive grid power."

With Urban Outfitters planning to add more capacity as their campus continues to grow and Bloom Energy breaking ground on an East Coast manufacturing facility in Newark Delaware last spring, the future of "Power Plants in a box" is blooming!

FOR MORE INFORMATION, PLEASE CONTACT:

Bruce W. Young, PE
Senior Associate
bwy@bala.com