



NEWS RELEASE

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For Immediate Release

Historic Hershey Hangout Embraces New Solar Technology

Local Establishment Integrates Classic Hershey Architecture with a State of the Art Solar Array

On any given day there are sports on the big screens, wings and burgers coming out of the kitchen and families enjoying air conditioned dining during the hot summer weather.

Helping to power all that restaurant activity in Chocolatetown are 72 panels producing roughly 20,000 kilowatt hours of electricity per year neatly tucked on the roof, virtually invisible from the street view.

With the ever increasing price of electricity and current incentives for businesses looking toward alternative energy solutions-the Penn Bar Hotel in Hershey, PA is the latest regional establishment to “go solar” following a trend we’ve seen nationwide and here in central PA as well.

Co-owner Jay Franklin first became aware of the potential of solar for his building when researching green technologies for customers in another business. When asked about his decision to invest in solar, Mr. Franklin stated, “I believe in renewable energy. Why we dig miles into the earth to get oil, when there is more sunlight hitting the earth than we could ever use, is beyond me. I just wish we had a bigger roof!”

What makes this application of solar unique is the convergence of old style construction in a historic region and the integrated use of solar on the roof. According to Mike Schmerl, Partner and Chief Solar Designer for Energy Systems & Installation (ESI), in Lebanon, PA, “In many cases our clients want to show off their investment/commitment to solar energy; in this scenario, keeping it discreet was required given its location in Historic Hershey.”

“We are very pleased with the aesthetics of the installation. Hershey is a beautiful town. As part of our local community, we did not want to make a brash statement with our solar panels. We simply wanted to do something we felt was right and to be a leader in our community. Our hope is that other

businesses and residents will see how non-intrusive the panels are and follow our lead,” added Franklin.

Mike Schmerl continues, “In addition, Penn Bar Hotel installed a new standing seam roof. Given their utilization of this solar friendly roof, we were able to securely attach the solar modules using new technology which leaves no perforations, making the whole process easily removable if needed.”

According to Mr. Franklin, “With the success we’ve had at the Penn Hotel, we are looking to deploy solar at other properties we own. It is a good investment both financially and for our long term energy security.”

About Energy Systems & Installation, Inc. (ESI)

ESI is a commercial-scale integrator that assists companies with the design, finance, purchase, and installation of renewable energy systems. ESI has worked with municipalities, large companies, and agribusinesses to incorporate cost-effective green technologies into their operations.

ESI also plays a key role in the education and job training of renewable energies. The company has partnered with Harrisburg Area Community College to provide certified training courses in solar and other alternative energy technologies.

ESI is located in Jonestown, Lebanon County, and can be reached at 717-861-4012 or info@esisolarpower.com.

About Penn Hotel & Sports Bar

Located at 600 W. Chocolate Avenue, Hershey, PA . Penn Hotel and Sports Bar offers high quality pub food with friendly service in a fun, sports oriented atmosphere. Call 717-533-9260 for more information.

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