

# When **SEVERE WEATHER** meets the **AGING POWER GRID** YOUR BUSINESS IS CAUGHT IN THE **MIDDLE!**



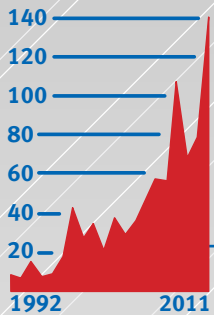
## THE POWER GRID IS AGING

The grid's design hasn't changed much since the days of **THOMAS EDISON.**<sup>1</sup>



**51%** OF POWER PLANTS ARE AT LEAST **30 YEARS OLD.**<sup>2</sup>

**70%** OF LINES AND TRANSFORMERS ARE AT LEAST **25 YEARS OLD.**<sup>2</sup>



## WEATHER-RELATED OUTAGES ARE MULTIPLYING

MAJOR POWER OUTAGES CAUSED BY SEVERE WEATHER INCREASED **2600%** from **1992** to **2011.**<sup>3</sup>

## YOU CAN'T AFFORD TO BE UNPROTECTED!

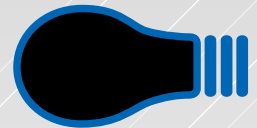
AFTER A MAJOR OUTAGE, **50%** of unprotected businesses **DON'T RECOVER.**<sup>4</sup>



**40%** OF BUSINESSES say a power failure caused their **WORST BUSINESS DISRUPTION.**<sup>5</sup>

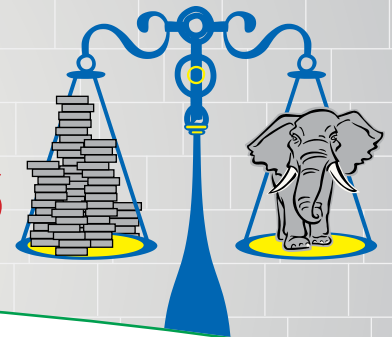
## DOWNTIME

costs mid-size businesses an average of **\$70,000 PER HOUR.**<sup>4</sup>



## DID YOU KNOW?

IF YOU PAID FOR AN HOUR OF DOWNTIME IN QUARTERS, IT WOULD WEIGH AS MUCH AS AN **ELEPHANT** U.S. QUARTER = 0.2 OUNCES = **3,500 LBS**  
 $\$70,000 = 280,000$  QUARTERS

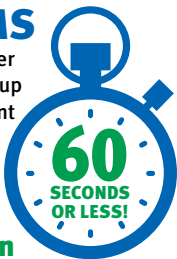


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