

Green-e Certification & Product Launch!





PURE WIND

WHAT IS A REC?



[Video Link](#)

VIDEO RECAP – RENEWABLE ENERGY CERTIFICATES (RECS)

- Green energy provider (such as a wind farm) is credited with one REC for every 1,000 kWh or 1 MWh of electricity it produces (for reference, an average residential customer consumes about 800 kWh in a month).
- A certifying agency gives each REC a unique identification number to make sure it doesn't get double-counted.
- The green energy is then fed into the [electrical grid](#) (by mandate), and the accompanying REC can then be sold on the open market.
- Third party companies provide certification and verification that retirement occurs when a Renewable Energy Certificate (REC) is used by the owner of the REC.

GREEN-E

- Annual membership fee
- Nation's leading independent consumer protection program
- Certification and verification of renewable energy
- Strict policies, procedures and audits



Verified, **certified**
renewable energy
and greenhouse gas
emission reductions

PURE WIND

- Green-e certified
- 50% and 100% Pure Wind RECs matching usage
- Sourced Nationally



PURE WIND
