



The Renewer

Tony Verrelli and Cleanfield Energy Corporation

by Ayah Victoria McKhail



Cleanfield's President and CEO Tony Verrelli

Cleanfield Energy is working with McMaster University on the development of a new wind turbine for residential and commercial use. From left to right: Samir Ziada, Chair, Department of Mechanical Engineering; Michael Stern, Cristian Stan, Alexander Trica and Tony Verrelli of Cleanfield Energy; Stephen Tullis, Associate Professor, Department of Mechanical Engineering; Paula Claudino, student



A Cleanfield wind turbine at the Hamilton Incubator of Technology (HIT) building



photo courtesy McMaster University

Tony Verrelli is convinced that green is the “in” colour—in more ways than one. The 39-year-old admits to having a penchant for all things green, so it’s not uncommon to see him sporting green ties and lime-tone dress shirts. That’s not such a bad thing given what he does.

Verrelli’s company, Cleanfield Energy, has been making strides in the developing, manufacturing, and distribution of renewable energy products. Capitalizing on all the eco-hype has been no problem for the five-year-old Ancaster, Ontario, company.

As Verrelli, Cleanfield’s president and CEO, puts it, “People have become more aware of issues surrounding the environment, so there’s a willingness to learn about alternative solutions that can make a difference.”

And making a difference is what Verrelli hopes to do. Cleanfield is

committed to offering solutions that provide a reliable alternative to traditional power generation systems, which produce greenhouse gases (GHGs), rising levels of pollution, increased global warming, and the ever-increasing prices of traditional energy sources.

In addition to a 60kW Universal Inverter (UI), which is currently being developed, the most popular product in Cleanfield’s lineup is the modular Vertical-Axis Wind Turbine (VAWT). Capable of producing 3.5kW of clean, alternative energy, one of its most attractive features is its utility in a variety of settings—residential, commercial and agricultural. VAWTs can be mounted just about anywhere from the tops of traditional towers, rooftops, silos, poles, and other smaller structures.

But Cleanfield doesn’t take a one-size-fits-all approach with its flexible VAWT system. In order to achieve greater power output,

finding the most suitable location for the turbines is crucial and Cleanfield will go far to ensure that it's found—even commissioning its own studies if need be.

A VAWT costs \$15,000, but the price varies depending on where it's placed. For example, on a tower, it's \$25,000; on a rooftop, it's \$30,000.

"I think it's important for governments to offer some kind of incentive for companies and homeowners"

In what's being trumpeted as a sound alternative, Cleanfield Energy's VAWT also has the capacity to provide its owners with something that can be scarce in the most trying of times: reliable electricity and emergency backup during blackouts and brownouts. This can also translate into savings on utility bills.


Making the move towards renewable energy solutions is also being seen as an empowering step people can take since it frees them from dependence on an unsteady electrical grid system. Instead, what you have is an electricity system that's both effective and reliable. Not to mention some potentially jealous neighbours.

Given the widespread publicity the environment's garnered in the news media, Cleanfield's job has been made easier. As Verrelli notes, "People have come to recognize that the implications of inaction are seen as being too great, with costs related to both health and the environment as a whole."

Verrelli has been encouraged by the overwhelming level of interest his products have elicited. Although he doesn't deny that there exists a perception that alternative products are costly, he feels a new kind of intervention could challenge that.

"I think it's important for governments to offer some kind of incentive for companies and homeowners who choose to make the move towards renewable energy systems. Currently, a 50 percent rebate is being offered in northern Ontario, but this has yet to be initiated in other parts of Ontario."

Verrelli also acknowledges that environmental issues are new for a lot of people, not just members of the Italian-Canadian community. "It's certainly a new topic for a lot of people," he says. "But because we're all experiencing everything from ongoing smog days to poor air quality and increased pollution, there's an inclination to learn more about what renewable energy products can do."

With a publicly-traded company that's gaining notoriety in Canada and abroad, Verrelli has no plans to slow down any time soon. Asked where he sees Cleanfield Energy going, Verrelli is as optimistic as he should be. "We'd like to continue to grow and our goal is to be internationally recognized as an industry leader in bringing alternative energy solutions to the marketplace." 

THE CLASSIC HOLIDAY TRADITION IS NOW A SMASH HIT MUSICAL!



SONY CENTRE
FOR THE PERFORMING ARTS
formerly The Hummingbird Centre
sonycentre.ca

NOVEMBER 20, 2007 to JANUARY 5, 2008
TICKETS ON SALE NOW!
416-872-2262 ticketmaster.ca

To book your group call: 416-393-7463 • 1-866-737-0805
groups@sonycentre.ca

 Ontario  The State of  Canada  Patrimoine 

■ WHO ■ WHAT ■ WHERE ■ WHEN ■ WHY ■ HOW

Facing challenging financial times?

Be proactive. Having the ability to recognize and acknowledge financial difficulties and being prepared to call in the experts when required, can make the difference in your business's survival. If your business is facing challenging financial times, our Domestic Insolvency & Restructuring Group can tailor innovative solutions to meet your needs.

TO LEARN MORE, CALL
FRANK SPIZZIRRI AT
416 869 5798



CASSELS BROCK
LAWYERS

© 2007 Cassels Brock & Blackwell LLP. Cassels Brock and the CB logo are registered trade-marks of Cassels Brock & Blackwell LLP. All rights reserved.