

**“You can see it for miles,
and the huge word, ‘STUART,’
is just outstanding.”**



Doug Christensen
Superintendent
Stuart Municipal Utilities

DMI Delivers One-Off Logo Application for Stuart, Iowa

Customer Profile

Stuart, Iowa is a city of 1,712 people located 30 miles west of Des Moines and 100 miles east of Omaha, Neb. In 2003, the city-owned utility, Stuart Municipal Utilities, launched “Green City Energy,” a new program for developing renewable energy sources for the city.

Situation

A centerpiece of Stuart’s Green City Energy project was a utility-scale wind turbine in the city. The cost of purchasing and erecting the tower and turbine was approximately \$805,000, and the City of Stuart received a grant from the Iowa Department of Economic Development to cover half of that. In addition, the utility asked its customers to contribute funds. The renewable energy initiative became a point of pride for the city and its residents.

“We’re involved with wind energy because it’s good for the environment, the economy and our energy independence,” said Stuart Municipal Utilities Superintendent Doug Christensen. “With this wind turbine, we’re helping ensure a clean and sustainable legacy for our children and grandchildren.”

Stuart Municipal Utilities hired Vestas Wind Systems to manufacture and erect the 660-kilowatt V-47 turbine, and Vestas worked with DMI to fabricate the 65-meter tower and apply the logo. The city also requested that its logo, “STUART,” be applied on two sides of the tower.

Critical Issues

Logo application is not common in the industry, and this was the first request for DMI. To get the job done, we needed to address several issues: how to keep the logo straight on a conical tower, how big to make the lettering, how to design the lettering on the tower wall, and how to apply the logo twice with consistency.

Big-Time Delivery

DMI developed a new production plan to accommodate the one-off process while maintaining quality controls. Our engineering group determined the logo sizing, spacing and layout with input from Stuart Municipal Utilities. We consulted with a paint manufacturer regarding how to apply the paint to ensure it would not fade or peel from the exterior urethane paint system. To create a clean working environment, we closed down one of our bays in the cure building. Finally, we contracted with Whiplash Signs of West Fargo to complete the outlines and apply the two coats of paint.

Results

DMI completed the project on budget and on time. Stuart's new tower arrived at the site in May 2005, and the turbine now provides up to 13 percent of the city's electricity. The Stuart wind tower has become a source of pride for the community and a landmark for miles around.

"People are just amazed at how good it looks," said Christensen. "They're saying positive things about the logo on the tower, which is a real benefit to our community."



420 East Main Ave., West Fargo, ND 58078
701.282.6959 www.dmiindustries.com

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