

[Comments](#) 6 | [Recommend](#) 4

## Jones Soda goes off the grid for Earth Day 🚲

02:23 PM PDT on Wednesday, April 22, 2009

By JANE MCCARTHY / KING 5 News

SEATTLE - Jones Soda is celebrating Earth Day by going off the grid. The company is powering its Seattle headquarters with bicycle-generated energy today.



Video: Jones Soda goes off the grid for Earth Day

[Larger screen](#) [E-mail this clip](#)

With the help of experts at the Applied Physics Lab at the University of Washington, the company has hooked up a unique energy-saving system. Nine bicycles will provide all the energy they need to run their headquarters for the day.

"Essentially, the bikes are hooked up to a V-belt that is turning an old car alternator that's hooked up to a battery that's continuously recharged by the momentum of the pedals," said Josh Groff with Jones Soda. "The batteries are then basically funneling all the power into one central source that powers our servers, our laptops and our operations we're doing on a limited scale."

The offices will go without lights today. Fortunately, a couple of skylights should help provide some light inside the building.

Jones employees and volunteers started pedaling around 5 a.m. and will continue until closing time at 5 p.m.

Volunteers are encouraged to come help with the pedaling. The Jones Soda Headquarters is located at 9th Avenue and Thomas Street in the South Lake Union neighborhood of Seattle.

### Going green not easy for some businesses

Bryan Heathman is trying to keep his footing in a harsh economy.

"In 2008 we had about a 28 percent downtick in our business due to the recession," he said.

His company, "Made for Success," creates collections of CD's geared toward personal and professional development.

On this Earth Day, he's reminded of his goal to steer his company toward greener pastures. Because right now, his CD sets are kind of a drag on Mother Earth.

"To manufacture two of these boxes, the raw materials that are required is about 300 cubic feet of natural gas, about two cups of crude oil and about 24 gallons of water," he said.

Bryan's long term goal is to switch out his CD's with gift cards that allow digital downloads. It's better for the environment,

but getting the cards to market comes with considerable costs.

"About a half a million bucks. And when your business is off by about 28 percent it makes it tough to find the resources to invest in that new product development," he said.

Bryan is not alone. Bella Signature Design offers Puget Sound-area couples eco-conscious wedding services. But they tell us many brides are cutting back and don't want to spend more on things like organic flowers and soy candles.

Garagise Wine ships all over the us from its Seattle warehouse. They've been trying to source eco-friendly, insulated shippers, but so far the switch has been too costly.