



CASE STUDY

Cementing Golden Bay's flexible future with Simply Flex

Challenge

Golden Bay was already offering interruptible load (IL) into the market when we started working with them, but wanted to grow its participation and maximise the overall value of its flexible load.

Solution

Partnering with Golden Bay, we efficiently transitioned its three cement mills to the Simply Flex platform within a five-week period.

A comprehensive scoping exercise identified opportunities to expand IL by over 3 MW, with new participation from its quarry, raw mill, coal mill, and ship-loading operations.

Impact

Collaborating with Simply empowers Golden Bay to enhance operational flexibility and use automation to reduce energy costs. This positions Golden Bay to achieve its plan to shift a significant portion of its load outside peak periods over the next three to five years, while supporting New Zealand's efforts to enhance energy resilience and sustainability.



"The site team has nothing but positive feedback about working with Simply on this transition process. Thanks for making it so easy."

Ben Marsh, GM, Cement Industrial