

Revolutionizing NYC Building Efficiency: Meet Alternative Sustainability

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-- As enforcement of New York City's Local Law 97 intensifies, building owners face mounting pressure to cut emissions or face steep penalties.

Amid a crowded field of complex and costly solutions, a revolutionary new player has entered the green energy space. [Alternative Sustainability](#) has introduced one of the most innovative approaches to the city's climate compliance challenge—offering a practical, high-impact solution that's quickly redefining how buildings achieve sustainability in dense urban environments.



Transforming Buildings for a Greener Future.

Founded by a longtime building manager who understands, firsthand, the realities of operating complex urban properties, Alternative Sustainability was built on the principle that energy solutions must work in the real world—not just on paper. Tired of seeing products designed without regard for how buildings actually function, the founder set out to create something different: a high-performance solution engineered for ease, durability, and results. Today, the company is quickly gaining recognition for its field-tested innovations that bridge the gap between sustainability goals and day-to-day building operations.

At the core of the company's product line is the T7 Fan Series—a patented, energy-efficient line of fans designed to transform building airflow. Consuming up to 75% less electricity than traditional units, the fans help properties meet Local Law 97 emissions targets while reducing ongoing energy costs. Truly maintenance-free, the T7s require no belts, bearings, or adjustments. Their sound-insulated housings eliminate disruptive noise, and installation is straightforward, as the fans fit into existing housings using current power supplies. With integrated variable frequency drives, adjustable speed controls, and built-in timers, the T7s support airflow from 200 to 5,400 CFM and are available in vertical and horizontal configurations.

Already in use across a growing number of New York properties, the T7s are proving themselves in real-world conditions—delivering fast, measurable results and helping buildings stay ahead of compliance deadlines.

“Alternative Sustainability’s T7 exhaust fans are a critical part in the strategy to meet Local Law 97 requirements,” says John Janangelo, Executive Managing Director of Douglas Elliman Property Management. “These exhaust fans integrate seamlessly with existing infrastructure, are significantly quieter than their predecessors, and have significantly reduced energy consumption in buildings. In a market where buildings are scrambling to avoid steep LL97 fines, having a solution that’s both technically sound and economically efficient is a game-changer.”

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About Alternative Sustainability

Alternative Sustainability is a New York-based green energy company dedicated to transforming how commercial buildings achieve energy efficiency and emissions compliance. Founded by a veteran building manager, the company designs practical, high-performance solutions built for real-world operations. Its flagship innovation, the patented T7 Fan Series, is helping properties across New York City reduce energy consumption by up to 75% and meet the demands of Local Law 97. With a focus on performance, durability, and simplicity, Alternative Sustainability delivers field-tested technology that bridges the gap between sustainability goals and operational realities.

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