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### Why California Industries Are Betting on Rust (Yes, Rust!) for Energy Bills

A Southern California factory manager literally watching money evaporate during peak electricity hours. Across the state, industrial operators are now eyeing Form Energy's iron-air battery technology like parched travelers spotting an oasis. But how does this rust-based solution stack up against lithium-ion for industrial peak shaving? Let's break it down like a battery engineer at a Palo Alto coffee shop.

### The \$18 Million Wake-Up Call: A Case Study

Take Genentech's Vacaville biotech campus - they slashed \$18 million in demand charges over three years using lithium-ion storage. Impressive? Absolutely. But their 4-hour systems still left them exposed during California's infamous 14-hour flex alerts. Enter iron-air's 100-hour duration potential. It's like swapping a water pistol for a reservoir when fighting price surges.

### Iron vs. Lithium: The Heavyweight Storage Smackdown

Let's compare these technologies through the lens of California's Title 24 regulations and duck curve realities:

Cost per kWh cycle: Iron-air at \$0.01 vs. lithium's \$0.20 (like buying Costco vs. airport batteries)

Footprint: 1 iron-air system = 10 lithium racks (but who needs density when you've got Central Valley space?)

Cycling endurance: 3,000 cycles vs. 5,000 - but at 1/20th the cost per cycle, math favors rust

### PG&E's "Battery Bait" Program Tells the Story

When PG&E launched its Business Energy Resilience program, 73% of 2023 applicants chose lithium-ion. Fast forward to 2024? 61% are now opting for hybrid systems after seeing Form's pilot in Fresno County. The kicker? Participants using iron-air reported 42% deeper peak shaving during October's heat dome event.

### California's Regulatory Tailwinds (And Headaches)

Navigating California's energy policies requires more finesse than a Napa Valley sommelier. But recent moves sweeten the deal:

Revised SGIP incentives now offer \$0.25/Wh for 8+ hour systems

CEC's new Non-Lithium Storage procurement targets

CARB's controversial "Electrolyte Tax" proposal (RIP lithium carbonate)

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As Tesla's own BESS team quipped at last month's RE+ West: "We're not scared of rust - we're scared of accountants who can do math." Touche.

## The Dunkelflaute Dilemma: When Wind Stops and Sun Sets

German engineers have a term for renewable gaps - dunkelflaute (dark doldrums). California's version? Think February 2023's 92-hour low-solar stretch. While lithium farms tapped out after 4 hours, Form's Sacramento pilot site kept chugging like a Paso Robles winery during harvest season. Industrial users noticed.

## Installation Reality Check: What EPCs Won't Tell You

Here's the rub - iron-air's 55% round-trip efficiency looks terrible on paper. But as Chevron's Bakersfield solar+storage project proved, pairing with renewables changes the equation:

Daytime: Charge batteries with excess solar

Peak hours: Discharge while selling RECs

Nights: Cycle using off-peak grid power (hello, \$0.03/kWh midnight rates!)

It's not elegant, but neither is eating a burrito while driving the 405 - sometimes functional wins over perfect.

## The Hydrogen Wildcard

While everyone's distracted by the iron-lithium rivalry, SGH2 Energy's Lancaster plant is quietly blending hydrogen storage with thermal loads. Could this be lithium's real rival? Maybe. But for now, Form's 75-ton battery modules are winning the "boring but reliable" award - the Toyota Camry of storage solutions.

## Silicon Valley's Latest Unicorn: Battery Chemistry Startups

Y Combinator's 2024 cohort includes three(!) iron-air ventures. Why? Because California's Resource Adequacy requirements now favor multi-day storage. As one founder joked: "We're not selling batteries - we're selling insurance against CPUC's next rate hike."

Meanwhile, Southern California Edison's latest RFO included this gem: "Proposals featuring novel discharge curves will receive priority." Translation? Bring your rust buckets, boys - the game's changing faster than a Tesla Plaid's 0-60 time.

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