

wattsmart® Business Case Study

Holiday Market

At a glance

Holiday Market

Alturas, California

Projects:

Holiday Market upgraded old T12 lighting to LED with help from Pacific Power's wattsmart® Business program to improve light quality throughout the store and cut costs.

Annual energy savings:

\$12,700 (123,800 kwh/year)

Project cost:

\$24,500 before incentives

\$ 5,300 incentive payments

\$ 19,200 after incentives

Simple payback based on energy savings:

1.9 years before incentives

1.5 years after incentives

Other benefits:

- Lower operating costs
- Excellent color rendering
- Less heat output



New and improved lighting is saving Holiday Market more than \$12,700 in energy costs. Pictured from left are Carty Van Nes, Holiday Market store manager and Todd Andres, Pacific Power regional community manager.

Incentives help Alturas store flip switch on LEDs

For Holiday Market in Alturas, California, the availability of LEDs as a lighting upgrade option and Pacific Power's wattsmart Business energy efficiency incentives to help pay for them were perfectly timed.

"It was like when you're ready to buy a car and you find out the car you want is not only available, but they're offering a rebate," said Michel LeClerc, chief financial officer of North State Grocery, the store's parent company.

According to LeClerc, the neighborhood grocery store chain had been systemically addressing energy efficiency at all 19 of its northern California locations, starting with refrigeration. Lighting improvements were next. The Alturas store's turn came up at the right moment to consider LEDs for part of the upgrade.

"We'd been waiting for LEDs to get more affordable and available. When those two things came together, and there was a reliable source for good LED lighting, we really got interested in it," said LeClerc. "Then we found out about Pacific Power's program and we said, 'Here we go!'"

"We bought lighting that saves energy without compromising on the quality of the lighting in the building. It looks really good in the store."

Michel LeClerc
Chief Financial Officer
North State Grocery

continued



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Chief Financial Officer
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High quality lighting, lower energy use

Over Holiday Market’s sales floor and in the stock room, old T12 fluorescent lighting with magnetic ballasts was replaced with high bay LED fixtures. LEDs are highly energy efficient, long-lasting and give off less heat, reducing air conditioning cooling loads and improving comfort.

In other areas of the store, old fixtures were upgraded to CEE qualified T8 fluorescent lighting with electronic ballasts. In addition to saving on energy costs, the newer high-efficiency T8 technology delivers excellent color rendering.

“Our goals are reducing energy costs, while enhancing the shopping experience,” said LeClerc.

“We bought lighting that saves energy without compromising on the quality of the lighting in the building. It looks really good in the store.”

LED fixtures were also used to replace inefficient metal vapor and metal halide lighting on the exterior of the market.

Savings

Holiday Market received more than \$5,300 in Pacific Power wattsmart Business incentives to help pay for its lighting upgrades at its Alturas location. The store is saving nearly 123,800 kilowatt-hours of electricity and more than \$12,700 in energy costs annually.

About incentives, Michel LeClerc said, “If you’re looking at energy-saving alternatives, you need to contact Pacific Power. They have a very streamlined process that makes it easy to participate.”

About Pacific Power’s **wattsmart** Business program

Pacific Power offers a variety of options to help our commercial, industrial and agricultural customers in California and Washington build energy efficiency into new construction and retrofit projects. The wattsmart Business program offers technical expertise and cash incentives for lighting, HVAC, industrial processes and more.

Let us help you get started

For more information on how we can assist your facility:

- Visit **bewattsmart.com** and inquire online.
- Email **wattsmartbusiness@pacificpower.net**.
- Call us toll free at **1-800-222-4335**.

Because there are requirements to qualify for an incentive, it is important to call us **before** you start your project.

bewattsmart.com



Let’s turn the answers on.