

PowerGrant Profiles

July, 2005



Jerry's SuperValu: Freezer Door Sensors Provide Cool Savings

The frozen food aisles at Jerry's SuperValu in Pine River, Minn., are lined with gleaming glass display cases, neatly stacked with vibrant packages of fruit, vegetables, juices, pizzas, entrees and desserts. After 42 years in the



Jerry's SuperValue in Pine River, Minn., has reduced its energy usage by nearly 10 percent by implementing conservation systems on its coolers and freezers.

grocery business, owner Jerry Sauvageau knows that presentation is often as important as price in tempting customers to buy.

Sauvageau and his wife, Nancy, moved to Pine River five years ago from Walhalla, North Dakota, to purchase and run the store. Since then, they've upgraded freezers, coolers and display cases to better show off their merchandise. One recent investment is a new system of door heaters that keeps the glass in the freezer cases free of frost and condensation so customers can better see the products. The new Door Miser® system also offers clear energy- and money-saving advantages.

"The margins in the grocery business are pretty slim, and we're always looking for ways to improve our bottom line," Sauvageau said. "Our old door heaters



Store owner Jerry Sauvageau discusses utility savings with Minnesota Power energy consultant Matt Haley.

ran continually and wasted a lot of energy. The Door Miser® sensors only activate door heaters when the humidity in the cases reaches a certain level."

Minnesota Power energy consultant Matt Haley worked with the local Door Miser® vendor to secure a PowerGrant rebate for the project. Haley's analysis confirmed the following conservation estimates—the Door Miser® system is expected to save the store 114,234 kWh per year and reduce its monthly energy demand by 1.74 kW. This translates to an annual cost savings of \$3,671. Thanks to a \$3,998 PowerGrant rebate from Minnesota Power, the \$9,350 project will pay for itself in about 15 months.

The installation of energy-saving Night Shield® cooler

PowerGrant Contact Information

For more information, please call Minnesota Power's Conservation Improvement Program toll-free at 800-228-4966 ext. 2909.

"Energizing Our Region" through Conservation Improvement

Minnesota Power's Conservation Improvement Program (CIP) works with local leaders, businesses, community groups, other energy providers and government entities to help customers reap the economic and environmental benefits of sustainable energy savings. Minnesota Power and its partners accomplish this through research, education, evaluation and direct impact initiatives.

Find out how you could get a PowerGrant

Minnesota Power awards grants to commercial/industrial customers who use innovative technologies, improve manufacturing processes, undertake renewable electric energy projects, or who need project design assistance. PowerGrant awards are available for a wide variety of projects employing diverse technologies.

Here are some examples of activities or products that could qualify for MP funding under the PowerGrant Program:

- New electro-technologies that lower energy costs per unit of production in a manufacturing process
- Innovative technologies that are new and underutilized in our regional marketplace
- Inclusion of energy-efficient options in the design phase of a project

Maximum annual grants are determined by a customer's average billing demand:

<i>Customer Demand</i>	<i>Maximum Rebate</i>
0 to 100 kW	\$10,000
101 to 300 kW	\$25,000
Over 300 kW	\$50,000

Customers may submit multiple grant requests.

Other MP Products and Services

In addition to PowerGrants, MP CIP offers commercial and industrial customers other energy efficiency products and services. These include energy audits, rebates, dual fuel, storage/off-peak services, outdoor and area lighting and economic development assistance.



Energy savings make small rural businesses more competitive.

covers, which trap cold air inside open-faced coolers during hours when the store is closed, qualified the store for an additional \$844 PowerGrant rebate from Minnesota Power.

"I've always believed that if you save a penny here and a penny there, it adds up," Sauvageau said, "but we've seen a 9.9 percent reduction in energy usage since installing these items. Saving almost 10 percent on our energy bill, that's huge!"

"Energy savings go directly to the bottom line," Haley agreed. "With margins so tight, any savings can help make small businesses like Jerry's SuperValu more

competitive so they can continue providing jobs and serving our region."

Haley is enthusiastic that area equipment vendors are promoting innovative, energy-saving systems to their customers and that they are using PowerGrant rebates as a tool.

"Conservation is good for everyone," Haley said. "There are a lot of excellent energy-saving technologies on the market that could benefit Minnesota Power's commercial customers. PowerGrant rebates are a bonus that vendors can use to help get some of these projects off the ground."

Pull-down screens on coolers (top) and sensors on freezer doors (bottom) qualified Jerry's SuperValu for more than \$4,800 in PowerGrant rebates from Minnesota Power.