

## Energy Management Can Fuel Long-Term Profitability

Higher energy costs are affecting every aspect of the retail marketplace. With energy accounting for a significant share of facility operating budgets, today's skyrocketing prices are increasing facilities' costs and dramatically impacting retailers' bottom lines.

Record-high crude is just one aspect of the energy drain. Demand for electric power is growing around the planet, as emerging markets like China and India dramatically increase global demand. In the United States, rates are going up. Power grids are becoming strained, and manufacturing processes and new electronic devices require more power.

In fact, nearly three-quarters of the 410 members participating in the Association of Energy Engineers' (AEE) 2007 energy industry market survey experienced electric rate increases in 2006. In response to increasing energy costs, 33 percent of their organizations' upper management expressed notable interest in energy management and 40 percent in increased interest. They're on the right track. No longer do companies have to passively view electricity as an unmanageable, fixed cost.

### Room for Efficiency

Although going green is a growing trend, there's still significant room for improvement. According to the AEE survey, the majority of respondents — 28 percent — launched energy efficiency programs after 2001 and 14 percent still had no program in place. Not surprisingly, just over half rated their energy- and cost-reduction programs as better than last year.

To successfully control their energy destiny, retailers need to understand the vital role energy plays in their operations and

to include energy planning and power management in strategic and business plans. The first step is to undergo a professional, company-wide assessment of all energy usage. By learning how much energy is required and for what purposes, future use can be forecast and, where possible, allocated to avoid peak demand. Secondly, companies should analyze price trends and market influences against actual usage. This information can be used to negotiate better rates.

Companies also should look at the numbers prior to location renovation and remodel. Hard data can help determine if electrical upgrades are necessary and where efficiency opportunities lie. Along with other measures, installation of energy and power management systems during the process can then track use and predict future needs.

### Retailers Learn to Manage

From construction to the operational end of the spectrum, retailers are among the corporate elites recognizing the need to protect profitability by implementing energy efficient solutions. While some may feel constrained by increased up-front investments, those with longer views look to long-term savings of 10 to 30 percent.

Many of retail's most recognized names — Wal-Mart, Walgreens, McDonald's and Lowe's among them — are embracing energy management techniques and green building practices. Integrated into new builds or rolled out to existing locations, changes include switching to fluorescent fixtures, high-efficiency lighting, lighting control, occupancy sensors, motion sensors, high-efficiency HVACs, power management and integrated systems that

decrease power-room footprint while increasing sales-floor space.

Along with behind-the-scenes efficiency and green building measures, daylighting is just one option that provides extra benefits at the register. The combination of natural skylights and sensor-driven artificial lighting can increase average daily sales by 40 percent, according to a 2003 study by the Heschong Mahone Group. Correlated profit increases outperformed intended energy savings. While daylit stores counted more satisfied consumers, associates' work experience also improved.

The conclusion is that green measures are no longer "feel good" options. From new builds to retrofits, today's energy management techniques are helping retailers grow smarter and greener. By building a more pleasurable shopping experience, they're creating the kind of environment that builds bottom lines. ■

### 4 Ways to Energize Efficiency

Today's sophisticated new systems are designed to help businesses run faster, smarter and greener. Many can be implemented as a site goes up or integrated during a remodel of an existing building.

1. Reduce consumption with energy efficient end-use devices
2. Optimize energy consumption with automation and control systems
3. Maintain a reliable energy supply through design and services
4. Permanently sustain and minimize consumption through professional monitoring, measurement and maintenance

# Schneider Electric Helps Retailers Grow Faster, Smarter and Greener

The recognized world leader in electrical distribution and automation and control, Schneider Electric provides comprehensive solutions that combine software, communication and services. Calling on more than 100 years' experience, we leverage the depth of knowledge of global businesses and brands — including Square D®, Juno Lighting Group®, TAC and Square D® Clipsal® — to solve clients' energy problems while driving growth, improving performance and integrating green benefits.

Through our line of integrated electrical distribution equipment, which saves on floor space and installation time, retailers can sell more products per square foot and open stores faster. Our industry-leading lighting solutions improve energy efficiency and help merchandise your goods so you sell more. Additionally, through our integrated building controls, retailers can improve comfort, safety and operating efficiencies. Our products and solutions also can help retailers reduce cost, save energy and accelerate store openings.

## Efficiency Begins at Home

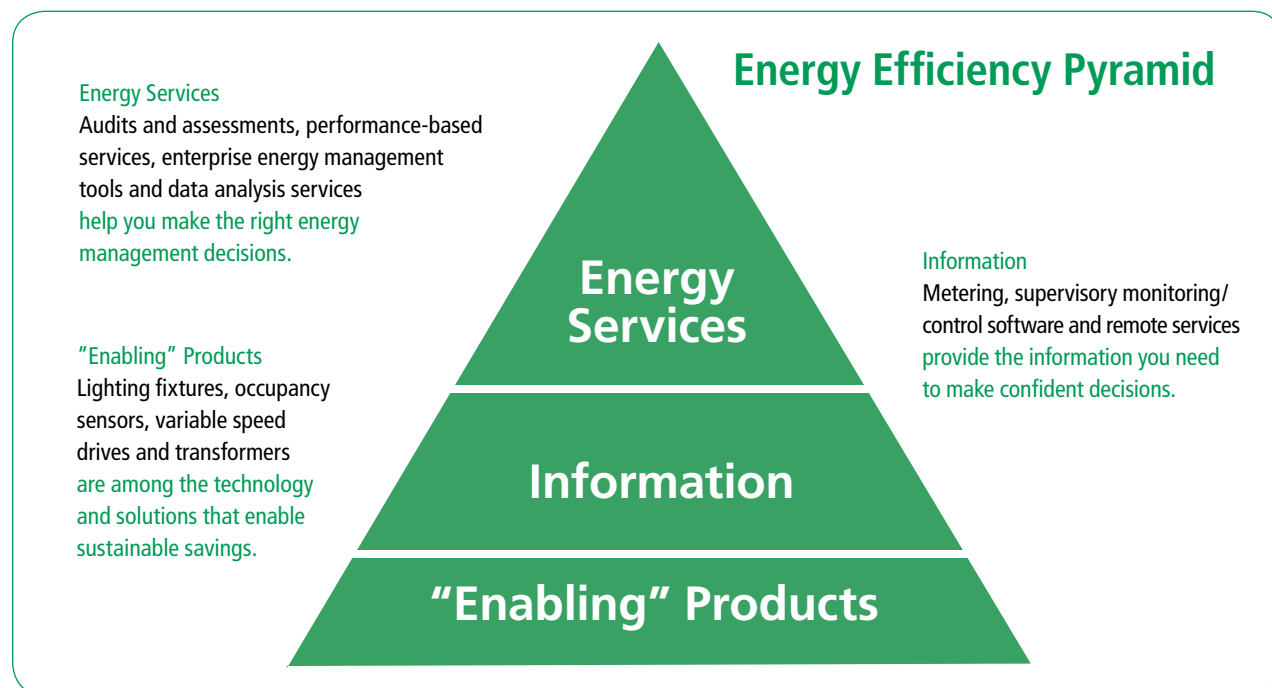
As a Schneider Electric customer, you can rest assured that we do more than talk about energy efficiency. At the corporate level, we have made it our mission to help solve the world's energy problem. "Our objective is to help build a more sustainable world with solutions that facilitate efficient access to energy and help reduce and manage the global consumption of energy," according to Eric Pilaud, Executive Vice President of Strategy, Customers & Technology.

We also have put our expertise to good use in 205 plants worldwide, improving efficiencies and limiting greenhouse gas emissions. Our 29 North American plants and facilities are now realizing about \$1 million in utility cost savings annually by utilizing our own power management products and services. These savings coincide with an Energy Costs Savings Council study indicating that meters and monitors have an average payback period of less than six months and an average return on investment of 200 percent.

## Strategies Achieve Retailers' Greater Goals

Designed to increase your competitiveness, our energy management solutions, services and products harness the power of technology, information and expertise. The pyramid below illustrates how each component in the process works together to create quantifiable 10 to 30 percent savings and facilitate long-term decision-making.

As your energy expert and green partner, we can do a detailed assessment of your needs before developing an optimized, integrated strategy that focuses on reduction of energy consumption, optimization of energy costs and improvement of reliability and availability. Recommendations may include project-specific enabling products; metering, monitoring and lighting fixtures; and energy services.



## Profiting from a Holistic Approach

Energy efficiency isn't just turning off the lights in the stockroom or installing a new HVAC system. A holistic approach creates the best value for your sales goals, customer satisfaction and environmental sustainability. Today, that means analyzing every aspect of energy usage for opportunities. Some examples include building with materials that qualify for LEED credits, integrating energy management solutions into existing locations and improving air quality. It also means introducing small changes — occupancy sensors and energy-efficient fixtures, for example — that will make a noticeable difference in long-term operational savings while potentially improving associates' health and enhancing the overall shopping experience.

Schneider Electric has the capability to serve retailers at many levels, and you can rest assured that we will take your unique needs, systems and budgets into account. Our recommendations will yield important benefits and increase profitability for the long-term.

## Energy Efficiency Opportunities

Schneider Electric offers the products and systems you need to greatly enhance your customers' shopping experience while dramatically reducing energy usage and cost. Among your opportunities:



**Food Cooler**  
Maintain/Monitor Temperatures  
Reduce Energy Usage



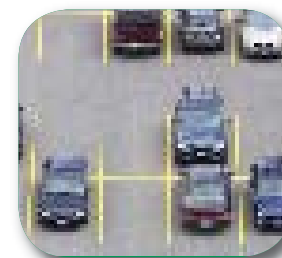
**Electrical Room**  
Power Monitoring  
Power Management  
Improve Power Quality  
Demand Response



**Interior Lighting**  
Energy Efficient Fixtures  
Enhance Daylight Harvesting  
Flexible Lighting Control



**HVAC**  
Enhance Temperature Control  
Reduce Energy Usage  
Reduce Operational Expenses



**Outdoor Lighting**  
Energy Efficient Fixtures  
Reduce Lighting Pollution  
Energy Management Control  
Reduce Energy Costs



**Checkout**  
Improve Power Quality

## Taking the LEED

Schneider Electric solutions account for more than 25 percent of the possible points offered in the LEED for Retail program by the U.S. Green Building Council. According to the EPA's ENERGY STAR® program, a 10 percent reduction in energy costs for the average supermarket can boost profit margins by as much as 6 percent and earnings per share by nearly 7 percent.

We can work with you to improve your bottom line while helping you qualify for LEED credits in categories like these:

**Optimize Energy Performance**  
**Enhanced Commissioning**  
**Light Pollution Reduction**

**Outdoor Air Delivery Monitoring**  
**Controllability of Systems: Lighting**  
**Controllability of Systems: Thermal Comfort**

**Daylight and Views**  
**Innovation in Design**

# Schneider Electric Solutions Create a Foundation For Future Success



The Schneider Electric team leverages the power of these companies and brands to create valuable energy efficiency solutions. From new builds to site remodels, our recommendations will significantly improve your long-term profitability by reducing costs, increasing efficiencies and enhancing your image.



Square D® brand products are recognized for their power distribution capabilities. As the best-known name in NEMA-type electrical distribution and control products, systems and services, Square D offers you more than 100 years of experience in providing solutions to electrical challenges. In the era of Smart Energy solutions, you can rely on Square D energy management products to impact your bottom line right away.

[www.us.squared.com](http://www.us.squared.com)



JUNO LIGHTING GROUP

Lighting accounts for up to 50 percent of a building's total electrical demand. Juno Lighting Group® leads the industry in bringing innovation to lighting — from energy efficient fixtures to track systems that are affordable, flexible and installer-friendly. Just what you need to reduce energy bills and improve the bottom line.

[www.junolightinggroup.com](http://www.junolightinggroup.com)



Integrated building management is critical to maximizing energy efficiency and reducing operational costs. TAC offers flexible solutions for virtually any facility control need — from scalable building automation systems to cutting-edge energy service programs. TAC also specializes in customer retrofits and computerized controls to aid any type of facility-generated utility savings, maximize energy efficiency, streamline operations and improve occupant comfort.

[www.tac.com/energy](http://www.tac.com/energy)



A leading global provider of integrated automation and lighting control solutions for residential and commercial building applications, Square D® Clipsal® brand products include dimmers, relays and input devices such as keypads, motion sensors and touch screens crafted in sleek European styling. There's no need to sacrifice your desired lighting levels to achieve energy savings.

[www.squaredlightingcontrol.com](http://www.squaredlightingcontrol.com)

## Why waste your energy?

To grow faster, smarter and greener with Schneider Electric, call **888-778-2733, opt. 4** or visit [www.US.Schneider-Electric.com](http://www.US.Schneider-Electric.com).

