



Custom Efficiency

For Commercial and Industrial Projects

Atkinsons' Market cuts energy use and keeps produce fresher with help from Idaho Power program

Whit Atkinson, owner of the three Atkinsons' grocery stores that serve the Wood River Valley, taps one of the light-emitting diode (LED) lights in the produce aisle of the Ketchum store. "We changed out the ceiling fixtures to T8 fluorescents four years ago," he said, explaining the multi-stage lighting retrofit Atkinsons' undertook through Idaho Power's Custom Efficiency program. "We put in the LEDs this year."

Custom Efficiency is just one of the many commercial and residential programs Idaho Power uses to help its customers reduce electricity consumption. For example, Atkinsons' Market saves enough electricity to power 73 average homes in Idaho Power's service area.

Turn down the heat

The T8 lights use 30 percent less energy than the T12 fluorescents they replaced. And the LEDs, which replaced the accent and case lights throughout the stores, reduce more than just power usage.

"Heat," Whit said. "We had 100-watt bulbs in the produce area, and the new ones are 16 watts with no heat. Less heat means the produce lasts longer and stays fresher. Same thing with the freezers. We don't have to turn up the refrigeration to compensate for the heat from the lighting, which means we use less electricity."

The savings

In 2007, when Atkinsons' replaced T12 fluorescent bulbs in all three stores with more efficient T8 bulbs, it saved an estimated 864,302 kilowatt-hours (kWh) per year. In 2010, during the second phase of the changeout,



The Custom Efficiency program makes saving energy easy

"We're definitely pleased with Idaho Power's incentive program," Whit Atkinson said.

"I'd recommend it to anybody."

Idaho Power hears that from a lot of companies who take advantage of our Custom Efficiency program. And you don't even have to call Idaho Power to participate.

"There are a lot of ways companies can get into the program," said Todd Schultz, Idaho Power's commercial energy-efficiency program leader.

“We’re definitely pleased with Idaho Power’s incentive program. I’d recommend it to anybody.”

– Whit Atkinson,
Owner, Atkinsons’ Market

Viridis Energy Solutions of Boise converted 204 halogen, incandescent, and fluorescent bulbs to LED lighting, which is 80 percent more efficient. “Going with the LEDs is a huge power savings,” Whit said. “And the amount of light is tripled. So not only do we save energy, but the whole store looks better.”

And Whit’s not finished. “The new models of refrigerator cases are much more efficient, so we’re switching those out, and Idaho Power has incentives for that, too.”

Project Phase	kWh/Year Savings	Project Cost	\$/Year Savings	Idaho Power Rebate	Customer Out-of-Pocket*	Payback in Months
2007 (T-8 conversion)	864,302	\$139,814	\$47,537	\$91,614	\$48,200 (approx.)	12
2010 (LEDs)	91,142	\$29,711	\$5,012	\$10,937	\$18,774 (approx.)	45
Total	955,444	\$169,525	\$52,549	\$102,551	\$66,974	15

*Source: Idaho Power Atkinsons’ markets Lighting Retrofit project summaries IND0627 and IEIP-070416A

Uncommon savings are quite common

Saving energy has always been a smart business decision. Now, Idaho Power makes it attainable. Our complete suite of energy efficiency programs provides attractive incentives to commercial and industrial customers who want to reduce their utility costs.

- The **Custom Efficiency** program offers substantial rebates to large commercial and industrial customers who invest energy-saving improvements in their facilities.
- **Easy Upgrades** provides incentives of up to \$100,000 when companies retrofit their infrastructures with energy-saving upgrades.
- The **Building Efficiency** program pays up to \$100,000 *per project* to mitigate the additional capital costs when companies upgrade their lighting, cooling, controls, and building shells to more efficient components.
- **FlexPeak Management** offers commercial and industrial customers incentives in the form of recurring payments for reducing their power consumption during times of overall peak demand.

The above success story was produced in cooperation with, and approval from, Atkinsons’ Market.

The Custom Efficiency program makes saving energy easy (continued)

“Virtually all the lighting contractors in our service area know the program. They can do all the work for a company, including scoping the project, doing the paperwork, and submitting it to Idaho Power. So, if companies want to take advantage of our incentives,” Todd added, “they can call us or call their own lighting contractor. They’ll take it from there.”

How much can your company save?

For more information about Idaho Power’s energy efficiency incentive programs, go to www.idahopower.com/business or call us at 208-388-5624. We’ll show how you can join smart companies like Atkinsons’ Market, saving energy and money.

