

Customer Spotlight: Retail

BGE Energy Solutions for Business



BGE Helps Mars Super Markets Boost Energy Efficiency

Maryland-based Mars Super Markets recently discovered that lighting, as well as refrigeration and equipment controls, represents a prime opportunity for improving energy efficiency, saving money, and creating a more appealing environment for both employees and customers. Plus, with financial incentives available from BGE's Smart Energy Savers Program®, Mars shaved more than \$225,000 off the cost of the energy efficiency improvements at its distribution center, grocery stores, and new corporate headquarters.

The Opportunity

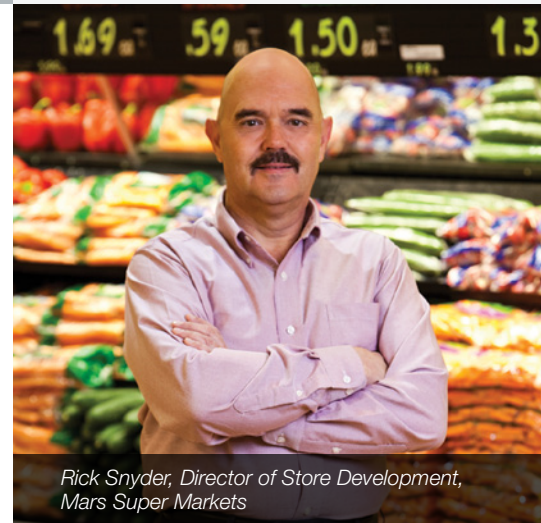
Mars Super Markets employs nearly 1,700 people and operates 16 retail stores and a 300,000-square-foot distribution center in the greater Baltimore area. The company also recently completed construction of a new headquarters building in Rosedale. Given the diversity of spaces and opportunities for boosting energy efficiency, Mars' contractor, a service provider for the BGE Smart Energy Savers Program, recommended leveraging several incentive programs and making improvements across the company's portfolio of buildings.

The BGE Solution

Through BGE's Energy Solutions for Business Program, Mars took advantage of incentives covering up to 50% of retrofit project costs. "We looked at everything from lighting to the entire building envelope for ways to reduce costs and improve operations," says Rick Snyder, director of store development at Mars. "The projects are varied and include refrigeration upgrades, installation of light-emitting diode (LED) lights, and variable frequency drive (VFD) replacements on existing motors."

Distribution Center

At its distribution center, Mars replaced the old T12 fluorescent lamps with high-efficiency lighting and installed controls and sensors to facilitate energy management down to individual fixtures.



Rick Snyder, Director of Store Development, Mars Super Markets

Savings at a Glance

Mars took advantage of several incentives to upgrade the lighting, refrigeration, and HVAC systems in its stores, distribution center, and corporate headquarters.

Program:	BGE Energy Solutions for Business
Energy savings:	3,910 megawatt-hours/year
Incentives paid:	\$226,750
Payback:	2.36 years
Estimated lifetime energy savings:	50,216 megawatt-hours



Mars installed high-performance lighting and occupancy sensors in its new corporate offices in Rosedale.



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“We were able to increase lighting levels while reducing energy use tremendously,” Snyder says. The project also offered two other benefits: improved safety and accuracy in product selection.

Mars also replaced its 1950s era ammonia-based refrigeration system with a safer, more energy-efficient, and environmentally friendly coolant system.

Grocery Stores

At the individual store level, Mars has begun replacing outdated T12 fluorescent lighting fixtures. With new sensors and control systems, Mars can manage energy use and maximize the service life of its lighting. “We close at 10 p.m. and open at 7 a.m.,” Snyder says, “so we set up our system to turn off half the lights one night and then the other half the next night to burn the bulbs evenly throughout the stores. With the new lighting, we’re seeing savings of about 9% over last year.”

Mars is also installing VFDs on the motors that run the stores’ heating and cooling systems. The VFDs slow down the fans when the store is using less heating or air conditioning. In addition, Mars has begun replacing its refrigeration cases with more energy-efficient models and installing anti-sweat heater controls on the cases to prevent moisture buildup.

Corporate Offices

At its new corporate offices in Rosedale, Mars took advantage of incentives for new construction to install high-performance lighting and occupancy sensors, high-efficiency heating, fresh air makeup, and air conditioning systems.

The Benefits

Energy efficiency upgrades offer a variety of benefits. “There are benefits from the viewpoints of energy savings, the incentives we received, and from an operational perspective,” Snyder says. Better lamps don’t burn out as quickly and there are fewer ballast problems, which reduces maintenance calls. Plus, Mars is getting a 5-year warranty on the new ballasts and 3-year warranty on the lamps. The ambiance in the stores also has improved, enhancing how the products look and boosting employee morale.

Improving energy efficiency is “the right thing to do,” Snyder adds. “As a home-grown company and a member of the same communities in which we operate, we’re convinced that improving the look of our stores, our energy efficiency, and our maintenance practices are worthwhile for our customers, our employees, our business, and our environment.”

The BGE Energy Solutions for Business Program provides financial incentives and technical assistance to help commercial and industrial facilities maximize energy efficiency and reduce costs. Financial incentives cover up to 50% of the cost for retrofit projects and up to 75% of the incremental cost for new construction and replacement of end-of-life equipment. For more information, visit BGESmartEnergy.com.




Upgrading to energy-efficient fixtures in the distribution center reduced energy use while improving lighting quality.

“Our energy efficiency projects have made us stronger in everything from customer service to economics to maintenance.”

—Rick Snyder
Director of Store Development
Mars Super Markets

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