



# Coastal Pacific Food Distributors

## Energy Management Solutions Help Coastal Pacific Food Distributors Save Money Year-Round

### More Efficient Equipment Can Result In Energy Savings

Coastal Pacific Food Distributors has participated in a variety of Energy Efficiency (EE) solutions to help take control of their energy usage in their Ontario facilities. "We're proving our commitment to energy efficiency by exceeding the standards in California's Title 24," notes Bill Ellena, Corporate Maintenance Manager at Coastal Pacific Food Distributors in Ontario.

Through participation in Savings By Design, Express Solutions and Customized Solutions programs, Ellena has fine-tuned his company's 330,000 square foot temperature-controlled warehouse space to take advantage of lower off-peak rates and cut his company's electricity bills when rates are highest during critical peak periods.

The Savings By Design program helped Ellena efficiently plan their new freezer's design. Early in the project, before construction began, we consulted the Coastal Pacific Food Distributors' design team and suggested possible ways to reduce their energy use.

The company also participated in the Express Solutions program by switching from HD lighting to fluorescent lighting, and as part of the Customized Solutions program, sensors were installed to only keep lights on when motion is detected in the facility. Also they installed variable frequency drives (VFDs) on all dry motors and compressors in the new freezer. Additionally, an existing freezer was retrofitted with VFDs. Coastal Pacific Food Distributors has already received incentives of over \$120,000 for the freezer project, and once the chill box is completed, they may obtain another \$70,000 in incentives.

### Powering Down When Energy Prices Are Highest Results in \$60K Direct and Avoided Costs

Energy managers have plenty of challenges when it comes to dealing with higher energy prices. Some ideal solutions to these obstacles are the cost-saving opportunities that result from energy management solutions like SCE's Demand Response (DR) programs — Critical Peak Pricing (CPP) and Summer Discount Plan (SDP).

### Project Overview

#### SCE Programs Utilized:

- Express Solutions
- Customized Solutions
- Savings By Design
- Critical Peak Pricing (CPP)
- Summer Discount Plan (SDP)

### Savings:

A total 12-month savings of **\$60,000** (through avoided costs and actual savings by participation in CPP and SDP)

### Incentives:

Over **\$190,000**

“ I can put on my performance review that I’m trying to beat my budget projection by 10%, and CPP is one of the tactics I’ll use. That’s my goal. ”

Bill Ellena  
Corporate Maintenance Manager  
Coastal Pacific Food Distributors

CPP offers financial incentives in the form of modified rates for business customers who can reduce or shift their weekday power use during CPP events. “Our hot weather season is longer on the calendar now than it was when this plant was built,” Bill explains. “And starting in June, there will be no extra capacity, no breakdown time for our cold storage equipment, and zero room for failure.

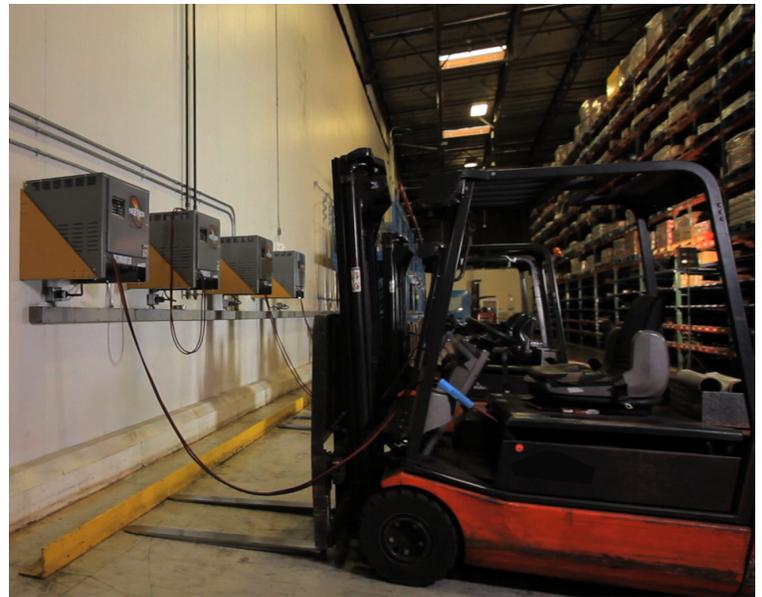
Our compressors are configured so I can optimize their output correctly for the work to get done. We used to run five; now I can keep two turned off, and run the optimal output combination. This flexibility gives me an opportunity to power down during scheduled CPP events.”

SDP also helps Coastal Pacific Food Distributors save money on electric bills and energy consumption. The plan works during the peak energy season from June to October, when electricity rates are highest. “At no charge, provided and installed a ‘cycling’ device on our air conditioner,” explains Ellena.

When necessary, a remote radio signal activates the SDP device, which turns off, or “cycles,” the compressor temporarily while leaving the fans running. In exchange, Coastal Pacific Food Distributors receives a credit on their summer season electricity bills. The program has options that let the company determine the amount of credit they receive based on the amount of cycling they select.

“Even though I’ve used more electricity this year, I’ve saved about \$60,000, from a combination of direct savings and avoided costs. I can’t control the pricing of electricity,” Bill concludes, “but I can control my usage. With CPP, I use my laptop to start shutting down fifteen minutes before an event. There’s been no compromise at all on our quality or service. We saved so much, our management thought it might be a mistake. I had to explain, this is what we signed up for — that’s the bill! I can put on my performance review that I’m trying to beat my budget projection by 10%, and CPP is one of the tactics I’ll use. That’s my goal. Making that kind of improvement in this market is how we’re winning.”

To see how Coastal Pacific Food Distributors saved, please watch the video [sce.com/businessvideos](http://sce.com/businessvideos).



**To learn more about SCE energy management solutions, ways to reduce your energy usage and manage your energy costs, visit [sce.com/business](http://sce.com/business) or call your SCE Account Manager.**

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