

# JCPenney



## CASE STUDY

### JCPENNEY

Runaway and ageing HVAC systems were driving up energy bills for this cost-conscious national department store chain.

#### THE OPPORTUNITY

Holding down operating costs is critical to a business that strives to win over consumers at the highest value at the lowest possible price.

JCPenney – a national chain of department stores in 49 U.S. states and Puerto Rico – owns and operates over 1,000 stores in the U.S. Many of these stores are in aging facilities some over 100 years old, burdened with outdated thermostats that were running their energy-intensive HVAC systems continuously, driving up energy bills and threatening the competitiveness of a company to which low costs are essential to success.

#### THE CHALLENGE

When JCPenney determined they needed help managing energy, one of their largest operating costs, they chose ENTOUCH.

This simple, yet sophisticated solution enables JCPenney to remotely manage its electricity consumption across multiple facilities and vast geographies – from a single online dashboard.

Stores that were relying on manual-style thermostats without setback controls were targeted for upgraded technologies that would manage each facility’s energy consumption more effectively.



OVER 1,000  
STORES IN  
49 STATES +  
PUERTO RICO



MAINTAINING  
LOW PRICES  
IS ESSENTIAL  
TO SUCCESS



REMOTEL  
Y MANAGE  
CONSUMPTION  
FROM A SINGLE  
DASHBOARD



EFFECTIVELY  
CONTROL HVAC  
SYSTEMS IN STORES  
*regardless of age or  
technological sophistication*



ENERGY  
CONSUMPTION  
SUBSTANTIALLY  
REDUCED IN  
NO TIME



SAVINGS MORE  
THAN ENOUGH  
TO RECOUP  
INVESTMENT IN  
1-2 YEARS

## THE SOLUTION

ENTOUCH installed energy manager solutions in JCPenney's effectively controlling HVAC systems regardless of their age or technological sophistication in each store.

In many cases, the ENTOUCH solution was a generational leap over many of the HVAC units and energy monitoring solutions at these stores.

## THE RESULTS

**The ENTOUCH solution generated substantial savings in no time: energy consumption was reduced during each store's operating hours and virtually eliminated on Sundays, when the stores were closed.**

The savings didn't stop there. During normal business hours ENTOUCH Smart Controllers slashed HVAC runtime which solved the company's problem with runaway HVAC costs.

What's more, the Smart Controllers reduced the stores' total energy consumption. These savings were more than enough to recoup their investment in just 1 – 2 years per location.

## CONTACT US

ENTOUCH specializes in comprehensive energy management solutions – from HVAC and lighting control to branch energy and refrigeration monitoring.

We understand the problem you face and can improve your energy efficiency to help you meet your sustainability goals.

Please contact us today to partner with the most diverse portfolio of innovative energy management solutions and services in the retail industry.



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