



# SUCCESS STORY

# DOMINO'S PIZZA

## WHAT THEY NEEDED:

In 2011, in conjunction with the New Jersey Clean Energy Program (NJCEP), Domino's Pizza Team USA initiated an energy-efficiency pilot program at five of their locations in northern New Jersey. One of the areas of their operations they were looking at was their refrigeration. This included walk-in coolers and freezers, as well as their beverage coolers. One of the criteria most important to the decision makers at Team USA was a quick and hassle-free installation of efficiency measures. If the pilot program was successful, they had a desire to roll out the program on a larger scale throughout the restaurant chain.

## WHAT NRM PROVIDED:

First and foremost, NRM provided the type of true turnkey installation that Team USA wanted. In the pilot program, NRM implemented their solution with no impact on the five locations' business operations—the stores didn't even need to close during the installation! And the duties were performed by in-house, licensed electricians.

In 2012, after the success of the initial program, Team USA signed up four additional New Jersey locations, and began a program in Maryland with 34 locations. Both NJCEP and Baltimore Gas & Electric (BGE) offered incentives up to 70% of the total project costs. This meant each of the locations averaged a payback period of less than one year. Since then, the program has extended to a total of 89 Domino Pizza restaurants.

NRM upgraded the refrigeration equipment with high-efficiency retrofits that included smart controls, EC motors, a timed system shutdown button, anti-sweat door heater controls, and on-demand defrost. The controls, which optimize the system's runtimes based on space conditions and preset, custom cooling requirements, were able to reduce overall operation by as much as 60% in some locations.

Overall, these improvements recoup about 385,000 kWh (or roughly \$55,000) annually for Team USA.



## SOLUTION SNAPSHOT

### Industry:

*Pizza Restaurant Chain*

### Locations:

*89*

### Systems Optimized:

*Walk-in Coolers*

*Walk-in Freezers*

*Novelty Beverage Coolers*

### Implemented Measures:

*CoolTrol (on-site smart controls)*

*EC Motor Upgrades*

*Anti-Sweat Door Heater Controls*

### Incentive:

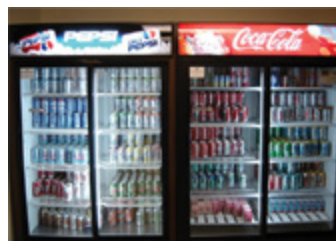
*70% of total project cost*

### Annual Energy Savings:

*385,000 kWh*

### Annual \$ Savings:

*\$55,000*





*We are pleased to have partnered with NRM as they can offer unique measures that fit the requirements for many utility incentive programs nationwide. While the programs can vary in their incentives, NRM always provides the same turnkey solution and high level of customer service no matter where they have to go.*”

— Tobin Northway,  
Domino's Pizza Team USA

NRM CoolTrol MC Series 4			Temperature °F					Status			Amps	Starts 24 Hr.			% Run 24 Hr.			% Run 7 Days			
Description	Notes	Status	Space	Evap	Dif	SP	24hr	Mode	Dfirst	Sol	Fan	Comp	Sol	Comp	Fan	Sol	Comp	Fan	Sol	Comp	Fan
35F Dry CU07	Elec Def		36	33	4	35	36.6	Run	Off	Off	On	9.8	11	26	80	37.7	37.9	49.1	30.8	31	43.4
35F Dry CU08	Elec Def		34	29	2	35	35.6	Run	Off	On	On	45.9	12	17	85	22.1	22.7	39	23.2	23.7	39.4
35F Dry CU09	Elec Def		36	26	2	35	36.8	Run	Off	On	On	54.2	10	17	93	27.9	27.9	40.8	37.6	37.6	48.6
35F Dry CU10	Elec Def		35	35	4	35	35.8	Run	Off	Off	Off	0.6	11	16	97	15.7	16.2	29.3	11	11.4	25.1
35F Dry CU11	Elec Def		36	34	4	35	35.9	Run	Off	Off	Off	1.2	11	56	119	12.5	13.4	29.2	10.2	10.8	27.1
35F Wet CU12	Elec Def		37	35	4	35	35.3	Run	Off	Off	Off	0.8	11	13	104	21.7	22	36.5	21.1	21.4	35.6
35F Wet CU13	Elec Def		38	36	4	35	36.5	Run	Off	Off	Off	2.8	10	13	103	21.9	22.1	36.2	23.2	23.5	37.4
35F Wet CU14	Elec Def		38	37	5	35	36.2	Run	Off	Off	Off	1.8	8	8	108	17.5	17.8	32.4	13.8	14	29.5

Prior to NRM's controls, each of these fan sets were running 100% of the time.

## OPTIMIZATION BENEFITS



SMART CONTROLS



HARDWARE UPGRADES



AUTOMATED TEMP TRACKING



IMPROVED EFFICIENCY



ENERGY SAVINGS



EQUIPMENT ALARMS

**40K**

COOLERS &  
FREEZERS  
OPTIMIZED

**1.5B**

KWH IN  
ENERGY  
SAVED

**20+**

YEARS  
PROVIDING  
SOLUTIONS

**40%**

AVERAGE  
REDUCTION  
IN ENERGY USE

**WHAT SETS NRM APART?** Our small-business approach to big-business problems. Each of our sales, support, and installation teams are comprised of in-house, licensed NRM employees. Our hardware and software are designed, tested, manufactured in, and shipped from our Canton, MA-based facility.

The implementation of NRM's solution is a true turnkey process and requires "zero finger lift" from you. With transparency and courteousness, we manage the project from idea to install. First, an Energy Advisor comes on-site to identify the areas to benefit from optimization, and then our team of engineers develops a custom outcome for your business. We also look for any utility-sponsored incentives to reduce the upfront cost of the project. The physical installation can be performed without interrupting your normal business operations, and all of our installers are factory-trained technicians. NRM is always here for training and support, with a 24/7 technical help line.