



# SUCCESS STORY

# DUNKIN' DONUTS

## WHAT THEY NEEDED:

Over the last few years, Dunkin' Brands has rolled out an award-winning energy efficiency program to their franchise owners. In New England, the program was implemented through both National Grid and Eversource territories. 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 Dunkin' Brands was a quick and hassle-free installation of efficiency measures. After the initial fifty installations were a success, they had a desire to scale the program to include hundreds of locations, with more desired in the future.

"Dunkin' Brands is committed to supporting our franchisees' initiatives towards reducing energy usage and adopting sustainable approaches whenever possible," said Kate Jaspon, Vice President, Finance & Treasury. "Through our collaboration with National Grid and Eversource, we have developed an innovative program that provides our franchisees an effective process for investing in energy efficiency in ways that can create more sustainable restaurants while maintaining store profitability."

## WHAT NRM PROVIDED:

First and foremost, NRM provided the type of true turnkey installation that Dunkin' Brands wanted. During the initial trial, NRM implemented their solution with no impact on any of the locations' business operations—the stores didn't even need to close during the installation! And the duties were performed by in-house, licensed electricians.

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 3 million kWh annually between all of the locations.



## SOLUTION SNAPSHOT

### Industry:

Quick-Serve Chain

### Locations:

477

### Systems Optimized:

Walk-in Coolers

Walk-in Freezers

Novelty Beverage Coolers

### Implemented Measures:

CoolTrol (on-site smart controls)

Remote Site Manager

EC Motor Upgrades

Anti-Sweat Door Heater Controls

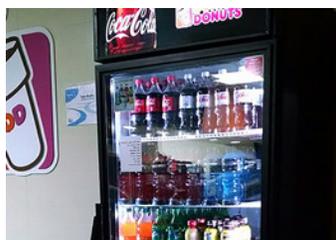
Novelty Cooler Night Setback

### Incentive:

40% of total project cost

### Annual Energy Savings:

3 Million kWh



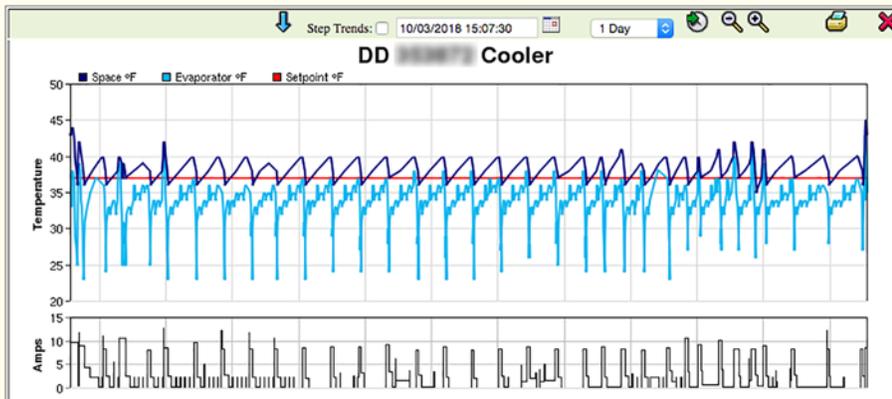


*NRM's Remote Site Manager gives us the ability to diagnose a refrigeration problem from the palm of our hand before it's too late. You normally never know what's really going on with your refrigeration until it breaks. NRM's monitoring tools are a must-have in all restaurant establishments.*

— George T. Primpas,  
Franchise Owner & Multi-Unit Manager

NRM CoolTrol Series 1			Temperature °F					Status					Starts 24 Hr.			% Run 24 Hr.			% Run 7 Days				
Description	Notes	Status	Space	Evap	Dif	SP	24hr	Bypass	Mode	Dfrst	Sol	Fan	Door	Amps	Sol	Comp	Fan	Sol	Comp	Fan	Sol	Comp	Fan
DD	Cooler	—	40	33	3	37	37.7	Off	Run	Off	On	On	Closed	9.3	34	41	145	14.7	14.9	36.5	11.9	12	29.4

Prior to NRM's controls, the evaporator fans ran 100% of the time.



With Remote Site Manager, you gain actionable insight into the real-time performance and health of your equipment. Instant email or mobile alarms ensure you can tackle an issue before it becomes a catastrophe.

## 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.