



# SUCCESS STORY

## REEDS FERRY MARKET (Merrimack Village Variety)

### WHAT THEY NEEDED:

In 2005, small business owner Sam Safa, proprietor of the Reeds Ferry Market (previously Merrimack Village Variety) was looking to trim expenses anywhere he could. In the world of independent retail, margins are thin and quantity is king. Many businesses like Mr. Safa's rely heavily on the sales of cold beverages, and his own store has a massive drinks cooler. He was made aware of NRM's energy efficiency solutions, which are hyper-focused on walk-in coolers, walk-in freezers, and reach-in coolers.

NRM informed Mr. Safa they could likely cut his cooler and freezer's energy consumption by 40-60%, thus drastically reducing his electric bill, but he was skeptical at first.

"A lot of companies offer to save you money and don't," he said. However, when the utility company offered 50% incentives for Sam to undertake the energy efficiency project, he knew NRM was the real deal.

### WHAT NRM PROVIDED:

NRM was able to upgrade components of both Mr. Safa's beverage cooler and his freezer. These upgrades ranged from CoolTro!®, an award-winning smart controls system that adapts your cooler or freezer's operation to your specific business needs, motors replaced with high-efficiency models, anti-sweat door heater controls, and an air economizer. All of the controls are manufactured and tested in our state-of-the-art facility, and then installed by licensed, in-house technicians, which made the whole process quick and painless.

Mr. Safa noticed energy savings from day one, and the entire solution paid for itself in full within 1.5 years. In particular, he noticed significant savings in the winter as a result of the economizer, reducing the system's runtimes by 60% during those months. His electric bill has been trimmed by roughly \$2,400 per year. In the 13 years he's had NRM's controls and upgrades, he has recouped roughly \$30,750 in profits and nearly 280,000 kWh in energy.

In 2018, Mr. Safa elected to upgrade all of the refrigerated-space lighting to LEDs with NRM's help. These upgrades, too, were eligible for 50% incentives from the utility company. The LEDs will provide him with another \$2,000 in savings per year moving forward.



### SOLUTION SNAPSHOT

**Industry:**

*Independent Retail*

**Location:**

*Merrimack, NH*

**Implemented Measures:**

*CoolTro!® (on-site smart controls)*

*LED Lighting Upgrades*

*EC Motor Upgrades*

*Anti-Sweat Door Heater Controls*

*Air Economizer*

**Utility Incentive:**

*50% of project cost*

**Simple Payback:**

*1.33 Years*

**Annual Energy Savings:**

*34,000 kWh*

**Annual \$ Savings:**

*\$4,400*



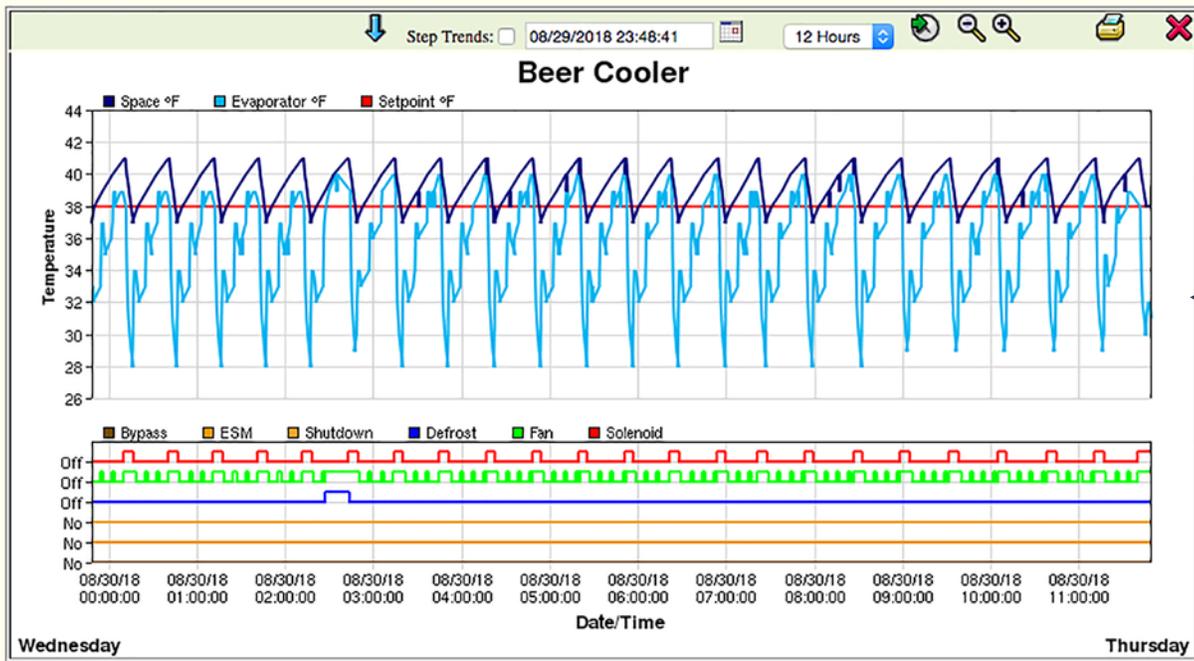


*I was very skeptical at first because a lot of companies offer to save you money but don't. With NRM, however, I noticed savings from day one. This is especially true in the winter, when I can bring the cold air from outside into my cooler. My compressor remains off, and my evaporator fans run less, so I'm saving money every single day. And I haven't had one issue with the controls in the 13 years I've had them.*

*If you see NRM, go for it. It's not bogus.*"

— Sam Safa,  
Owner

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	Sol	Fan	Sol	Fan	Sol	Fan
Beer Cooler			38	30	3	38	39	Off	Run	Off	On	On	49	149	20.7	35.8	22.8	37.6



Before installing CoolTrol, this cooler's evaporator fans were running 100% of the time. This is a major area for energy savings.

Instead of running at full capacity at all times, your system will cycle efficiently based on setpoints and cooling schedules.

*(An example of NRM's Remote Site Manager, a cloud-based, scalable monitoring platform, that provides real-time operational data for your walk-in cooler, freezer, cold room, or refrigerated warehouse. Consult visual diagnostics, view historical runtimes, and receive instant email or mobile alerts when an issue is detected in more than a dozen areas.)*

<b>40K</b> COOLERS & FREEZERS OPTIMIZED	<b>1.5B</b> KWH IN ENERGY SAVED
<b>20+</b> YEARS PROVIDING SOLUTIONS	<b>40%</b> 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.