



Busy Liquor Store Owner Partners with National Grid and Saves



LIGHTING



OCCUPANCY SENSORS

As a small business owner of a liquor store, Ed Domaneys admits that it is hard to focus on things like his electric bill because of his busy schedule.

“I’m so busy,” said Domaneys, owner of Domaneys in Great Barrington, Mass. “The phone is always ringing and I spend much of my day multitasking. I’m regularly meeting with customers who ask for advice on how to formulate a drink or what works well with a certain type of food. Customer service is critically important to me because that’s what keeps shoppers coming back.”

Located along the main street of the small Berkshires town, the family-owned business combines an 1800s old-style building with modern charm. A beautiful storefront and shopping area on the main level has expanded since its 1973 founding and now includes a warehouse upstairs along with overhead apartments.

One afternoon, Domaneys had a visit from Walt Pazderski from Energy Source, an energy partner of National Grid, who asked him about his lights and whether he might be interested in upgrading.

“I told him that we were all set and that we had already upgraded our lighting,” Domaneys said. “Walt noticed that some of the lights weren’t actually done, and I told him that the last crew who promised to upgrade my lights did a terrible job. Not only were the lights cheap and ineffective, but the workers also interfered with my customers and left garbage and tools all over my store. I promised myself to never do another lighting retrofit, and the whole experience left me with a sour taste in my mouth.”

“The illumination has become another reason why customers are coming back again and again and are happy. The store looks so nice.”

– Ed Domaneys, owner of Domaneys



Ed Domaneys (right), the owner of Domaneys, was hesitant to do another lighting project, but consulting with Walt Pazderski from Energy Source, National Grid’s energy partner, convinced him to move forward with the retrofit.

See all the possibilities at ngrid.com/smallbusiness

nationalgrid



In addition to significant energy savings, the lighting retrofit project at Domaney's helped the packaging to pop off the shelf.

Pazderski continued to chat with Domaney about that experience and helped him change his mind.

"I could tell that Walt was trustworthy, so I softened my stance," Domaney said. "He promised that if we worked together on a lighting retrofit project, he would assess our workspace and develop a system that would serve us. Not only that, as a National Grid partner, he might be able to get us some incentives to offset the cost of the project. He really felt my pain and was eager to show us how to save money and complete a project that would be seamless without interfering with my shoppers."

After a thorough energy assessment conducted by Energy Source and in partnership with National Grid, hundreds of lamps were replaced in the interior, exterior and parking lot behind the store.



"We updated the lights using 'focal glow' and 'play of brilliants' philosophies, which explore the color temperatures and wavelengths of the LED lighting to help packaging really pop on the shelf," said Pazderski, a senior energy efficiency consultant at Energy Source. "Ultimately we wanted the wines to have an even better look, liquors to have their own unique appearance and beers to have a style, thus enhancing the whole shopper experience."

In addition to retrofitting the lamps, sensors were added in the bathrooms so lights would turn off automatically when not in use.

Before the retrofit, the warehouse was relatively dark, making it difficult for employees to see.

"It is so much easier to see now in the warehouse," Domaney said. "I've noticed that my employees are much more willing to keep it clean now that they can see better. The packaging dazzles on the shelf, and the lighting really adds to the general shopping experience in the store. The illumination has become another reason why customers are coming back again and again and are happy. The store looks so nice."

Domaney noted that the installation process was much better than his previous experience.

"The installation crew was professional and respected my business," Domaney said. "They stayed out of the way. They were polite, courteous and gracious with very minimal disruption. They were really great to work with. I think it is really important that anyone who owns a business like mine and who maybe has reservations about making a lighting upgrade like I did can rest easy. From Walt at Energy Source to the installation crew and National Grid, they are the best of the best."

The retrofit cost \$8,930 to complete, but National Grid incentivized the project with \$6,470, making the total client investment \$2,460. And because Domaney paid the bill upfront, he saw an additional 15% in savings. The company also saved 14,339 kWh per year.

"My accountant asked me about a year after the project what I had done to bring down the energy bill. 'Did I shut down a cooler or something?'" Domaney said. "We saved between \$3,000 to \$4,000 a year on our energy bill, enough for my wife and I to spend a week in Nantucket or at Old Orchard Beach in Maine. The savings were tremendous, and I couldn't be happier."

Customers and staff also loved the new energy of the store.

"Customers complimented me about the store for months after the project," Domaney said. "They loved the look, the drive to stay up to date, and our willingness as a small business to support sustainable energy."

"What amazes me the most is that Walt still comes in to visit and follows up with me. He asks how everything is working. He really got to know us. We're really grateful to Energy Source and National Grid for the work they did for the store. They are legit!"

See all the possibilities
at ngrid.com/smallbusiness

nationalgrid