

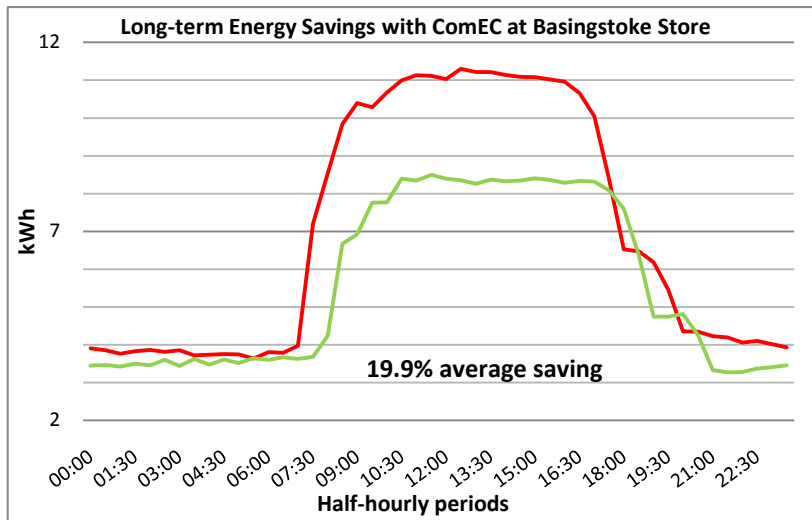
# case study



## BEAVERBROOKS THE JEWELLERS – BASINGSTOKE

Beaverbrooks the Jewellers' store in Basingstoke was identified as one of their retail stores which could make substantial energy savings through voltage optimisation. Apollo Enviro was appointed to survey the site and identify the correct unit, before arranging the installation and subsequent monitoring of the energy savings achieved.





### THE CUSTOMER

Beaverbrooks the Jewellers are one of the UK's leading jewellers. Their name is well known on the high street and in the business world, for their integrity, passion and caring approach.

With over 800 people and over 65 stores throughout the United Kingdom, not to mention the internet and mail order teams, they work hard to create wonderful experiences which in turn enrich the lives of both their customers and employees.

### THE CHALLENGE

Beaverbrooks have decided to focus upon reducing their costs in 2011 and after discussions with Apollo Enviro identified voltage optimisation technology as one route towards achieving this goal.

Voltage optimisation works on the principle that UK voltage is broadly supplied between 220-240V but is typically at, or in excess of, 240V. Due to EU regulation all UK appliances must work within the 220-240V voltage range.

A Commercial Energy Efficiency Controller (ComEC) unit from Apollo Enviro optimises the voltage (a process of reduction and stabilisation) to ~220V. This results in significant energy savings as the equipment operates correctly but consumes less power. An additional optimisation benefit is the reduced equipment maintenance and replacement costs; over-supply places extra operational stresses on equipment.

### THE SOLUTION

Beaverbrooks subsequently asked Apollo Enviro to arrange the installation of a ComEC at three of their stores initially. Liverpool,



Kinnaird and Basingstoke were chosen to trial the savings attainable with voltage optimisation by the ComEC units. Beaverbrooks were delighted to learn initial savings have been better than expected.

The ComEC is the compact grey unit in the picture below - the installation at Basingstoke was easily achieved within existing space in the electrical cupboard beneath the main switch and distribution board. This neat, compact design is one of the big advantages of the ComEC over competitors.

### THE BUSINESS BENEFIT

As the Basingstoke store is situated in the Festival Place shopping mall it has provided the most consistent and reliable energy saving data. As the graph shows, 19.9% average savings were achieved at the store.

These savings translate to an estimated payback period of approximately 3 years – saving the business approximately:

- 23,500 kWh per annum
- £1,800 per annum
- 12.75 tonnes of CO<sub>2</sub> per annum

### CUSTOMER TESTIMONY

*"We are always looking at ways to reduce our energy consumption. The trial of installing ComEC units into three stores has proven to be a great success, as you have read. These promising results which will help towards the CRC Energy Efficiency Scheme, have encouraged us to look at our entire estate and plan for a future roll out starting with the Head Office followed by a further 10 stores throughout 2011."*

Gary Jackson  
Facilities Manager, Beaverbrooks

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February 2011

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