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case study



OAK POINT FRESH MARKETS Watson, Louisiana

Turnkey EcoVision Door Upgrade Reduces Refrigeration Load, Provides Energy Savings

Oak Point Fresh Market is a family-owned and operated full-service supermarket located in the heart of Watson, Louisiana. The store is one of four owned by the Sumich Family, which has operated in the supermarket industry since 1956. Opening its doors in August of 2006, the 30,000 sq ft Oak Point Fresh Market location, is proud of its family tradition of friendly service, quality products and strong community pride, and pledges to provide its customers with the shopping experience they have come to expect, based on their slogan "Love Where You Shop."

Challenge

As Oak Point Fresh Markets made plans to upgrade its Watson, Louisiana, store with the addition of Hussmann Chino equipment for a sushi department, storeowners were concerned about burdening their refrigeration system with additional load. At this time, they did not want to add more capacity or new refrigeration systems.

Solution

During conversations about the new sushi department, Hussmann account manager, Carol Perret, and Hussmann account manager/service sales, Dean Hery, started to look for ways to install the new refrigerated merchandisers without adding refrigeration system capacity or equipment. One suggestion was to install EcoVision doors on the existing four 12-ft D6X beverage cases. Upon further investigation, it was determined that adding the doors would provide two solutions for Oak Point: the door upgrade would free up BTUs on the existing system to add the new Hussmann Chino equipment for the sushi department, and it would lower overall energy consumption for the refrigeration system.

Hussmann's EcoVision doors feature dual pane glass and require no heat in the doors or frames on existing Hussmann cases. This energy saving design reduces refrigeration energy use by as much as 84% compared to open dairy, deli and beverage cases. In addition, the EcoVision French-style door design, with no center mullion and ultra-thin doorframe, provides easy shopper access and visibility to the entire product display. The hold-open feature of the EcoVision doors allows them to open wide, stay open, and close with little effort, making shopping, stocking and cleaning easy.



Oak Point beverage case shown before upgrade. The energy saving design of the EcoVision Doors reduces refrigeration energy use by up to 84 percent.



With no center mullion and ultra-thin doorframe, Hussmann EcoVision doors provide easy shopper access and an outstanding view of products from every angle.

Refrigeration expertise

Because the original refrigeration system is designed for higher refrigeration loads for open, multi-deck merchandisers, some adjustments are necessary when adding EcoVision doors to cases in order to maximize the energy savings and optimize system performance. Without proper evaluation of the new refrigeration load requirements, oil return, case performance and product temperature can be negatively impacted. As a refrigeration equipment manufacturer, Hussmann has the knowledge and application engineering expertise to review the entire system and make recommendations for energy efficiency and operating performance that can be integrated into the EcoVision door upgrade installation.

At Oak Point Fresh Market, the refrigeration systems were reviewed by an application engineer to determine that adding the EcoVision doors to the beverage line up would free up enough BTUs to run the new sushi department cases. In addition, the installation team checked the valve settings and evaluated store systems including compressors, condensers and HVAC equipment. An Evaporator Pressure Regulator (EPR) was installed in the line-up to match the reduced load and maintain constant case temperatures.

Results

Hussmann installation technicians completed the upgrade project in one evening after the store closed for the day. The beverage product in the existing multi-deck cases did not need to be removed to facilitate the door installation, and the merchandisers remained operational throughout the entire upgrade.

Storeowner, John Sumich, is so pleased with the EcoVision door upgrade, as well as the load reduction and energy efficiency the store will achieve, that he is considering upgrading another store in the near future. He is also pleased with his customers' reaction to the new doors. "I've talked to my customers," said Sumich. "No one has complained about opening doors to get to the beer and everyone is telling me how cold the beer is now. In fact, I'm having signs made to advertise that we have the coldest beer in town."