

June 2017

case study



HALL'S MARKET

Colonial Beach, VA

Turnkey upgrade results in enhanced merchandising, improved efficiency, 40 percent savings on energy and maintenance costs

Located in Colonial Beach, Virginia, a quaint resort town, rich in history, and not far from the birthplace of the fifth president of the United States, James Monroe, is Hall's Market. Operational for more than 100 years, the family-owned business is known for its homemade sausage, delicious desserts, cut to order meats, and most importantly, their helpful, outgoing staff who caters to local customers and out of town visitors alike.

CHALLENGE

Faced with ever-rising energy costs, Hall's Market sought to upgrade its store with a more efficient refrigeration system and new display cases. Based on a referral from business associates, owners contacted Weather Control, a Hussmann distributor and provider of commercial refrigeration services, solutions and products for businesses in the Washington DC, Maryland and Virginia region. "Our equipment was aging and wasn't as efficient as the new technologies on the market today," said Reed Hall, President, Hall's Market. "Plus we wanted to keep our products fresher for our customers and make the foods we sell more appealing."

SOLUTION

Weather Control met with Hall's Market to present solutions for the store remodel. The commercial refrigeration solutions provider offers a full line of display cases and refrigeration systems, as well as installation and service. Convinced of the benefits of having a single point of contact for the complex project, and pleased with the comprehensive solution presented, Hall's Market selected Weather Control as their contractor for the store upgrade.

Creating an optimal store design, reducing costs

Energy efficient Hussmann reach-in merchandisers with Innovator doors were installed in the store's bakery department and frozen food aisle. To help Hall's Market make the best use of floor space, Hussmann unitized back-to-back reach-ins with ends were also included. Eliminating the need to set and line up separate cases, the unitized reach-ins helped to reduce installation time and costs.

With rear sliding doors, Hussmann dairy cases provide convenient access for easy loading from the cooler. The dairy, deli and produce line ups include Hussmann ultra-low front, multi-deck merchandisers, which provide additional merchandising space, enabling Hall's Market to increase its product facings.

Increasing efficiency, improving shopper experience

With the objective of making the store as energy efficient as possible, Hall's Market chose to include doors on both its medium and low temperature cases. Innovator doors on the low temperature reach-ins provide better lighting and easier maintenance than traditional glass doors, and reduce energy use.

The 24" narrow French-door design of the EcoVision doors on the medium temperature cases provides excellent product visibility for shoppers, while preserving aisle space. The doors do not require heat in the doors or frames, and reduce energy use up to 82 percent compared to open multi-deck cases.

"Not only do the doors provide a significant energy savings, they also reduce the amount of cold air leaking into the aisles," said Emily Hynson, Vice President, Hall's Market. "That keeps our customers more comfortable."



Enhancing merchandising and energy savings

Hall's Market highlights the vivid colors of its frozen foods with Hussmann EcoShine II LED lighting. Standard on Innovator Doors, the LEDs are housed in an ultra-slim integrated fixture making them invisible to shoppers. The lights are optimized for uniform brightness and light dispersion. The LEDs provide up to 71 percent energy savings compared to fluorescents and also put less heat in the case, which reduces refrigeration energy. The durable EcoShine II LEDs have a 7-9 year life expectancy, saving the store the cost of frequent replacement.

Ensuring reliable refrigeration performance

To provide maximum energy efficiency, Hussmann designed a Parallel Compressor Refrigeration System tailored to Hall's Market's compressor, refrigerant, application, and voltage requirements. High quality components and manufacturing techniques, such as tube benders, tube end spinners and t-drill branching machines, eliminated brazed joints and other potentially weak areas in the equipment. Before installation, the parallel compressor system was subjected to rigorous testing, including three-step leak testing and multiple point electrical testing. Krack Levitor II Series air-cooled condensers installed behind the store feature an innovative coil design that uses dedicated stainless steel tubes and a unique coil support system to isolate refrigerant tubes from the unit, helping to eliminate friction wear.

RESULTS

Upgrades implemented by Weather Control at the historical Colonial Beach Hall's Market have enhanced merchandising, reduced operational costs, and resulted in a significant reduction in energy use. The store is realizing a 40 percent savings on energy and maintenance costs due to the efficient design and high performance of the Hussmann cases and refrigeration system installed at the site.

"Our customers like the way the store looks, the freshness of the products, how easy it is to see what they want to buy, and the additional selections we are able to offer," Hynson. "The new equipment is also enabling us to meet our operational savings and efficiency objectives."