

February 2013



Reasor's Sand Springs, Oklahoma

Subtle décor, high-performance equipment enables fine quality, best value store

The first Reasor's supermarket opened in 1963 in Tahlequah, Oklahoma, with the mission to "sell the customers items they want to buy". Today, with seventeen supermarkets and two convenience stores, customer service is still very much the focus at Reasor's, as exemplified by the food retailer's slogan, *The Right Stuff and The Right Price*.

In keeping with its slogan, Reasor's new 65,000 sq ft Sand Springs store features an extensive array of products, including sushi, seafood, meat, produce, bakery, deli, and specialty foods. Locally grown produce can be found in its expanded organic section, and for shoppers seeking a convenient meal, the store's deli offers hot breakfast, lunch and dinner specials. A subtle décor surrounds the Sand Springs Reasor's fine quality, best value offerings.

case study

CHALLENGE

When Reasor's made plans to remodel an existing building to house its new Sand Springs store, the company wanted to incorporate the latest, most efficient energy-saving technologies to keep its operational costs down. It also wished to open the store as quickly as possible, in order to gain a competitive advantage in the community.

SOLUTION

Reasor's called on Hussmann, its long-time refrigeration equipment supplier, for assistance in achieving its objectives. The Hussmann engineering and sales team responded quickly, presenting a variety of energy-saving solutions, along with engineering drawings for the building architects.

Energy efficient refrigeration keeps it cool on hot summer days

Hussmann air-cooled Protocol units were installed on the mezzanine and on top of cases to keep food products cool, even when the temperatures outside rise above the 100 degree mark. The distributed system utilizes compact multiple compressor refrigeration units throughout the store, close to the display case loads, reducing piping, braze joints, and thus refrigerant leaks.

The Protocol units are energy efficient in both medium and low temperature applications. For low temperature applications, Protocol uses high-efficiency, vapor-injected scroll compressors in a parallel configuration. The scroll compressors used in medium temp Protocol units have been specifically designed for energy-saving performance.

The Sand Springs store uses compact Microchannel condensers, ideally matched with the Protocol system and well suited for the hot Oklahoma temperatures. The modular design of the Microchannel condensers provides Reasor's with the flexibility to increase capacity should future needs dictate.



EcoVision doors reduce refrigeration use by up to 84%, compared to open dairy and deli cases.



Hussmann's R3HV High Volume case offers service and self-service merchandising in one small footprint



EcoShine II LED lighting provides even light distribution, keeps food fresh longer and lowers energy costs.

EcoVision doors reduce energy use, enhance product visibility

For optimal energy efficiency, EcoVision doors were installed on the store's medium temperature dairy and deli cases. EcoVision doors reduce refrigeration energy use by up to 84%, compared to open dairy and deli cases, which lowers Reasor's utility costs. The French-style doors, with ultra-thin frame and center opening, enhance product visibility for easy shopper access. The doors also help to maintain consistent product temperatures inside the case, keeping food fresher. To maximize energy savings and operating performance, adjustments were made to the refrigeration system due to the load reduction resulting from the doors.

Service and self-service in one case

Besides Hussmann produce merchandisers and hot cases, R3HV High Volume Service Deli Top cases, with a multi-deck self-service front, were installed. The R3HV case allows for maximum self-service and service, all in one small footprint. Non-glare glass and LED lights assure that products look great. The open back with sliding doors and refrigerated rear storage provides Reasor's with easy access to products.

EcoVision II LEDs provide energy savings, keep foods fresher

Reasor's uses Hussmann EcoVision II LED lighting to create exceptional merchandising throughout the store with even light distribution and bright, vibrant colors that attract shoppers to the displays. The LEDs emit less heat into the display cases, which keeps internal product temperatures lower and food fresher. The EcoVision II LEDs also help to lower energy costs, providing from 47% - 71% energy savings, depending on the application, compared to fluorescents. In addition, EcoShine II LEDs may be eligible for utility company rebates. The lights have a five to seven year life expectancy, compared to two years with fluorescents.

RESULTS

Reasor's new Sand Springs store was up and running in just four months. The Hussmann refrigeration system and cases are providing exceptional performance, helping to attract shoppers and reduce energy costs, even during the hot Oklahoma summers.