



QUICK FACTS

Contractor: North Sound Gasket Guy

Location: Puget Sound, Washington

Time with the program: 4 years

Scope of energy saving measures: refrigeration door gaskets, strip curtains, electronically commutated motors (ECMs), Anti Sweat Heater Controls (ASHC)

CONTRACTOR BENEFITS

- Access to the grocery market drives increased business
- Opportunity to learn about energy efficiency for a competitive advantage
- Ability to bring more value to every customer relationship

LEARN MORE

Visit www.energysmartonline.org to learn more about how the program helps grocers reduce energy use, how the program incentives are structured and paid, and how your company can get involved.

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- John Wilson, Owner,
North Sound Gasket Guy

EnergySmart Case Study: North Sound Gasket Guy

By partnering with the EnergySmart program, North Sound Gasket Guy breaks into the grocery market, boosting profitability and gaining a competitive edge

John Wilson founded North Sound Gasket Guy, a Washington State franchise of Gasket Guy®, the country's largest installer of commercial refrigeration gaskets, after twenty years in the grocery business. The company quickly established a customer base with local restaurants, but had trouble breaking into the grocery market. "I had an understanding of the grocery business, but even with my history the market segment was difficult to reach," said Wilson.

Then North Sound Gasket Guy was approached by the EnergySmart program, an incentive program funded by local utilities and designed and implemented by Portland Energy Conservation, Inc. (PECI). The program helps grocers save money through energy efficient upgrades. "Working with EnergySmart, I've gained direct access to grocers and significantly grown my product line and business," says Wilson. "Now, one-third of my customer base is grocers participating in the EnergySmart program."

Working as a team to promote energy efficiency

EnergySmart Field Energy Analysts (FEA) conduct free store energy audits and identify store-specific energy savings projects. FEAs then work as a team with North Sound Gasket Guy to facilitate energy efficiency upgrades and quickly complete projects. "Our method is a one-two punch where the FEA helps the grocer understand the benefits of energy efficiency and identify equipment retrofits and upgrades that will improve functionality and save them money in electric bills," said Wilson. "Then I complete bids and install the measures."

By working closely with the program, North Sound Gasket Guy has learned about energy efficiency and the financial benefits of investing in retrofits and upgrades. As a result, John has created additional opportunities for his company in the market. "As I learn more about energy efficiency, I am able to educate grocers too," says Wilson. "As a result, I've found additional opportunities to work with EnergySmart clients after the EnergySmart projects are completed."

The company has also been able to expand into new product offerings. After grocers see the energy savings results from investments in replaced door gaskets, they ask for more complex measures such as electronically commutated motors (ECMs) and Anti Sweat Heater Controls (ASHC) which can deliver even deeper energy savings. "The FEAs encouraged me to expand my product offerings to include these popular retrofits and I followed their advice," said Wilson. "As the market has changed, I've been able to expand my business and remain competitive."

Energy savings with multiple benefits

By partnering with EnergySmart, North Sound Gasket Guy has grown their business and helped the program grow as well. "John is great to work with because he does good work at a reasonable rate, and he always makes sure that the customer is completely satisfied," said Mark Larson, EnergySmart Program FEA. "Plus, because he's been willing to learn and grow with the program, he's increased his business and helped us reach more grocers with more energy efficiency measures."



Reduce costs, increase profits, become EnergySmart!