

CASE STUDY



Demand Response: Wholesale Warehouse



“Our participation has proven to be very profitable for us. There is no adverse impact on our services or operations. There is money on the table to participate, and a prudent businessperson is not going to leave it sitting there. It would be foolish not to participate.”

Plant Manager



Did you know that Pacific Gas and Electric is offering financial incentives to warehouse owners and operators who participate in its Demand Response programs? PG&E's Account Services division will work with you, free of charge, to develop a plan of action that allows you to participate in a Demand Response program while respecting your commitment to product integrity. Most warehouse owners tell us that it is something that they should be doing anyway, since it may reduce the risk of service interruptions caused by supply shortage, transmission constraints, or rolling blackouts.

DEMAND RESPONSE OPPORTUNITIES

Case in point: a refrigerating and freezing warehouse with minimal flexibility in their operations has about 150,000 square feet of refrigerated storage, 25 employees, and a peak electric load of about 2,100 kW.

The Challenge

Find approaches to maintain product quality while enabling Demand Response participation. This is not easy when shipments arrive at their facility during times of peak energy demand.

The Solution

Once enrolled in the Demand Response program, the Plant Manager saw dramatic results within his first year. Participation in the program never jeopardized the quality of his service or his customers' product. PG&E's Account Services representative helped develop an action plan that focused on the following areas:

- Cooling: Overcool freezer rooms before Demand Response events; dim or shut evaporator fans off.
- Lighting: Reduce or turn off lights in non-essential areas.
- Other Non-Essential Equipment: Defer forklift battery charging until off-peak hours.

He saved \$4,000 by identifying and shutting off unutilized equipment during Demand Response events.

“Operationally, I definitely have a clearer picture of how you shed energy load,” the Plant Manager said. “As PG&E promised, there was no impact. They designed my Demand Response program to achieve zero impact on my product and service. And it worked.”

NEXT STEP

Contact your PG&E representative or call our Business Customer Service Center now at 800-468-4743. We will help you determine what Demand Response program is right for you and how it can complement other programs in your Integrated Energy Management portfolio. Earn incentives with PG&E's Technical Audit/Technology Incentive program for the identification and installation of demand response enabling equipment. Complete details on these no-cost programs are available from your PG&E representative and our web site: pge.com/DemandResponse.



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