

Case Studies

Asda Wal*Mart
Asda Stores



Saving ASDA-Wal*Mart Energy

ASDA is one of the major retailers in the UK with 265 stores employing 130,000 people.

In 1999 ASDA became part of US giants Wal*Mart, the largest retailer in the world.

In 2002 ASDA opened its 100,000 sqft supercentre, which was believed to be the largest single-storey superstore in Europe. The supercentre in East Manchester will form the centerpiece of Sportcity, a new town centre development next to the Commonwealth Games Stadium.

Part of ASDA's comprehensive environment policy is to reduce greenhouse gas emissions from their stores and distribution centres. This is being achieved by reducing energy consumption and introducing new energy efficient and clean technologies.

“Energy savings were found to be between 55%-70%, providing an excellent return on investment and making a major contribution to ASDA's environmental objectives.”

Energy Manager, Ken Carter

Having seen the potential of the **Intelli-Hood Energy Control System**, ASDA Energy Manager, Ken Carter, initiated a trial installation of the **Intelli-Hood** in the Sportcity Supercentre. The areas covered were: Customer Café, Colleagues Restaurant, Hot Chicken Rotisserie and Doughnut Fryer.



The **Intelli-Hood** system is now installed on most ASDA hot chicken rotisseries

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“We are delighted with the results of the trial and are intending to roll this system out to 150 more of our stores.”

Energy Manager, Ken Carter

Energy savings for Asda Stores

Following a second successful trial on an older store at Horwich, which included the in-store bakery, ASDA decided to fit the **Intelli-Hood Energy Control System** to 100 more of their stores throughout the UK.

The **Intelli-Hood** system is now installed on most ASDA hot chicken rotisseries, saving over 50% of the energy required to run the extract fans. Even greater savings result from the reduction of conditioned air being drawn through the extract system into the atmosphere.

The data logger results shown below are typical for all ASDA rotisseries. Before the **Intelli-Hood** was installed the fan motor was drawing a constant 1.4 kW. Now by controlling the fan automatically as conditions demand, the average power consumption is under 0.7 kW. Conditioned air being lost is reduced from 3m³/sec to 2.25m³/sec.

Energy Saving Objectives

ASDA policy is to achieve a payback in under two years, the **Intelli-Hood** system was able to meet these targets and in most store cases return a payback in around 1.8 years.

3 day comparison graph for Asda Rotisserie Counters with percentage of energy saved.

