



Kroger stores in Illinois are ringing up significant savings on their electric bills, thanks in part to the Ameren Illinois Act On Energy® initiative.

Act On Energy financial incentives encourage business customers to make improvements that will lighten their energy load. In Kroger's case, incentive payments totaling \$129,000 helped the grocery store chain launch a statewide state-of-the-art lighting project, following a successful pilot program at a Peoria store.

"We would not have done the pilot project in Illinois were it not for the incentives from Ameren Illinois," says Linda Viens, corporate incentive manager. "The [Act On Energy] team that I worked with on the Illinois project was exceptional."

Kroger's ambitious initiative involved replacing fluorescent lighting with high-efficiency LED lighting in frozen food reach-in coolers and refrigerated dairy and beverage cases at 30 store locations in Illinois.

LED lights use far less energy – in Kroger's case, only 20 percent of that used by traditional fluorescent lights. They also produce very little heat. That means the refrigeration system doesn't have to compensate for heat generated by the lights, which reduces cooling costs.

Beyond these attributes, LEDs simply offer a better quality of light. They come on instantly, at full brightness, and do not dim over time like fluorescent bulbs.

LEDs can also be used with motion sensors – an additional measure Kroger implemented in the refrigerated units. Now, cases light up only when the sensors detect a shopper in the aisle.

"When no one is in the aisle, it makes good sense to turn off the lights," says Linda Viens, corporate incentive manager. "You do it at home, and we do it at Kroger."

The combination of motion sensors and LEDs allows the grocery chain to keep the lights off about 30 percent of the time, something that was impossible with fluorescents.



At the press event at the Peoria pilot store, a local TV reporter interviews John Elliot, public affairs manager for Kroger's Central Division as Stan Ogden, Ameren Illinois vice president of customer service and public relations looks on.

"Through this program, Ameren Illinois has helped us save our customers money."

—**Bob Moeder**
Kroger Central
Division President

The Midwest Energy Efficiency Alliance (MEEA) awarded the Ameren Illinois Act On Energy program with the "Inspiring Efficiency Innovation Award" for the Kroger LED lighting project. MEEA (www.mwalliance.org) is a collaborative network advancing energy efficiency in the Midwest to support sustainable economic development and environmental preservation.

Shop for Energy Savings at ActOnEnergy.com

These efficiency improvements quickly created some cool savings in the frozen foods aisles. In fact, Kroger expects to save \$10,000 in annual energy costs for each of the 30 stores that participated in the program. Collectively, the stores will reduce their energy use by more than 2 million kilowatt-hours every year, significantly softening their impact on the environment. Ultimately, Kroger customers will benefit as cost savings are passed along to the consumer.

"We congratulate Kroger for their aggressive electric energy efficiency initiatives, which will benefit their customers, employees and the communities they serve," says Stan Ogden, Ameren Illinois vice president of Customer Service and Public Relations.

So, if your business is shopping for energy savings, put Act On Energy at the top of your list, like Kroger did.



LED Lights: Simply Brilliant

LEDs are superior to fluorescent lighting in several ways:

- They use far less energy.
- They last up to five times longer.
- They offer a better quality of light.
- They are more durable and better suited to cold environments.
- They produce very little heat, which reduces cooling costs.

"The Kroger effort is an excellent example of how businesses throughout our service territory are using the Act On Energy initiatives to better control their energy costs. Act On Energy helps businesses stay more competitive, which is good news for their customers."

—Stan Ogden

Ameren Illinois vice president

Energy efficiency. It's good business.

Since launching the Act On Energy initiative in 2008, Ameren Illinois has granted more than \$10 million in incentive payments to business customers. As a result, these businesses are saving:

- \$17 million in annual energy costs
- 109,000 metric tons of carbon emissions – equivalent to removing 21,700 cars from the road for a year
- More than 138.5 million kilowatt-hours – equivalent to the energy used by 12,600 homes for a year

Incentives are available for a variety of energy-saving projects, including lighting, heating and cooling, refrigeration, motors, VFDs, process improvements and compressed air.

Why wait?

Act On Energy – and save!

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