

JCPenney



CASE STUDY

JCPENNEY

Runaway and aging HVAC systems were driving up energy bills for this cost-conscious national department store chain.

THE OPPORTUNITY

Holding down operating costs is critical to a business that strives to win over consumers at the highest value for the lowest possible price.

JCPenney – a national chain of department stores in 49 U.S. states and Puerto Rico – owns and operates 865 stores. Many of these stores are in aging facilities some over 100 years old, burdened with outdated thermostats that were running their energy-intensive HVAC systems continuously, driving up energy bills and threatening the competitiveness of a company that depends on low costs for their success.

THE CHALLENGE

When JCPenney determined they needed help managing energy, one of their largest operating costs, they chose ENTOUCH.

The simple, yet sophisticated ENTOUCH solution enables JCPenney to remotely manage electricity consumption across multiple locations and vast geographies – from a single online dashboard.

Stores that were relying on manual-style thermostats without setback controls were targeted for upgraded technologies in order to manage each location's energy consumption more effectively



**865 STORES IN
49 STATES +
PUERTO RICO**



**MAINTAINING
LOW PRICES
IS ESSENTIAL
TO SUCCESS**



**REMOTEL
Y MANAGE
CONSUMPTION
FROM A SINGLE
DASHBOARD**



EFFECTIVELY
CONTROL HVAC
SYSTEMS IN STORES
*regardless of age or
technological sophistication*



ENERGY
CONSUMPTION
SUBSTANTIALLY
REDUCED IN
NO TIME



SAVINGS MORE
THAN ENOUGH
TO RECOUP
INVESTMENT IN 1-2
YEARS

THE SOLUTION

JC Penny deployed the ENTOUCH solution to their stores which effectively controlled HVAC regardless of the age or technological sophistication of the equipment in the particular store.”

THE RESULTS

The ENTOUCH Solution generated substantial savings in no time: energy consumption was reduced during each store’s operating hours and virtually eliminated consumption on Sundays, when the stores were closed

The savings didn’t stop there. During normal business hours ENTOUCH slashed HVAC runtime which solved the company’s problem with runaway HVAC costs.

What’s more, ENTOUCH reduced the store’s total energy consumption. These savings were more than enough to recuperate their initial investment in just 1-2 years per location.

About ENTOUCH

ENTOUCH is the pioneer in smart building technology offering a tightly integrated hardware and software solution that is continually updated. We reduce energy usage, simplify management and drive profitability for multi-site operators. Verticals served include Fitness, Retail, Financial Services, Healthcare, Restaurants and Childcare.

We create a path to a healthier planet by delivering sustainability solutions that reduce energy usage, drive profitability and simplify facility management for multi-site operators.

Contact Us

Please visit at www.entouchcontrols.com

Improving our planet and improving your profits, one building at a time.

