



# DON'T JUST GO GREEN. SAVE GREEN.



Everyone's talking about supermarkets going green. Buy new light bulbs. Invest in a new boiler. Pony up for a new oven. All great ideas. All either costly, have long-term paybacks, or both,

What if you could reduce your carbon footprint and lower your utility bills for short money and a quick ROI? And what if we said you could accomplish it simply by using less—and wasting less—energy in your store?

That's what the See the Light energy awareness program from KCG Energy helps you do. Our Supermarket Manager's Energy Toolkit is like an "energy manager in a box," and gives you all the tools you need to cut energy shrink by up to 10% just by making simple changes to the way you and your employees go about your daily work.



ENERGY  
BENCHMARKING  
SOFTWARE



MANAGER'S  
HOW-TO  
HANDBOOK



EMPLOYEE  
TRAINING  
MATERIALS

## **\$40 IN REVENUE NEEDED FOR EVERY \$1 OF ENERGY WASTE**

Don't think a 10% reduction in usage sounds like a big deal? Consider this: Supermarkets need to earn \$40 in revenue to recover every \$1 of energy they waste—and at least 10 percent of your energy cost center is attributable to waste.

Why? Managers and employees are inadvertently wasting energy because of inefficient policies and processes. So the Energy Toolkit tackles all the areas where supermarkets waste energy most – refrigeration, the cases, the kitchen, HVAC, and lighting.

## **SIMPLE IMPLEMENTATION, QUICK PAYBACK**

If all your employees and managers follow the simple best practice processes demonstrated in the Toolkit, you can expect to achieve an ROI within the first 3 – 6 months. That makes our Energy Toolkit the best business investment you'll make this year and a smart first step in establishing an energy sustainability strategy.

## **SEE THE LIGHT: A SOUP-TO-NUTS PROGRAM TO REDUCE ENERGY WASTE**

The Energy Toolkit is packed with information and tools to plan, promote, and measure See the Light.

**PLAN & IMPLEMENT** The 30+-page Manager's Handbook provides step-by-step instructions on launching and implementing See the Light at your store. You'll learn to view your supermarket with a fresh set of eyes and make immediate operational changes to cut energy usage.

**PROMOTE** All the back-up materials you need to promote the program's five Energy Tips— Energy Guides, posters, stickers, thermometers, employee communication documents, energy audit forms—all branded with your company's logo.

**MEASURE & MANAGE** See the Light Energy Benchmarking Software lets managers track energy use, analyze the data, measure usage reductions, and reward success.

## WHAT'S IN THE SEE THE LIGHT ENERGY TOOLKIT?

Manager's Energy Handbook

See the Light Energy Benchmarking Software CD (one user software license)

5 Energy Tips designed specifically for the supermarket industry

Posters

Manager's Energy Guides

Turn off Lights and Turn off Equipment stickers

Digital and oven thermometers

Energy Audit forms

Employee communications materials

CD with digital files – logos, sample memos, Energy Guides



FOR MORE INFO  
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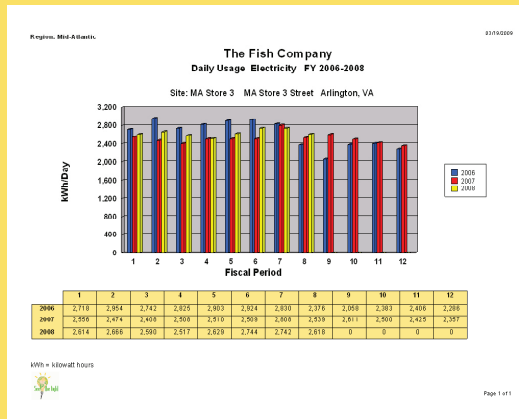
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VISIT SEE THE LIGHT ONLINE  
AT [WWW.KILOJOLTS.COM/PRODUCTS](http://WWW.KILOJOLTS.COM/PRODUCTS).

## SOFTWARE TO TRACK YOUR ENERGY SPEND AND YOUR CARBON FOOTPRINT

The old adage “you can't manage what you don't measure” applies to reducing energy waste at your store. We've made it simple for you to measure your facilities' progress with See the Light Energy Benchmarking Software.



### THIS EASY-TO-USE WINDOWS XP-COMPATIBLE TOOL LETS YOU:

Track invoices for electricity, natural gas, propane, oil, and water/sewer

Benchmark facility energy performance against your own portfolio locations

Establish a custom baseline metric most valuable to your organization, such as MBTU's per \$ of sale or transaction

Verify energy use reductions

Identify energy usage trends so you can intervene before costs get out of hand

Measure carbon footprint reductions

## ENERGY TOOLKIT PRICING

### CUSTOMIZED WITH LOGO

1 KIT	\$699
2-10 KITS	\$599/KIT
11-40 KITS	\$499/KIT
40+ KITS	CALL FOR DETAILS

### OFF THE SHELF

(No Company Logo)

1 KIT	\$499
2-10 KITS	\$399/KIT
11-40 KITS	\$299/KIT
40+ KITS	CALL FOR DETAILS

\* Software pricing includes one user software license. Additional user licenses may be purchased.