

# West Side Marketplace

## Background:

West Side Marketplace is a second-generation family-owned market in Rocky Hill, Connecticut. Owner Chris Romeo attended Bozzuto's Independent Retailer's Conference looking for ways to upgrade his store.

At Bozzuto's, Chris spoke with Kellan Draeger from QM Power and Paul Ravenelle of Automated Building Systems (ABS) Energy Solutions. As a result, they came up with a plan to upgrade the store's walk-in cases and freezers with the industry's highest efficiency Q-Sync<sup>®</sup> constant speed and variable speed motors, and other improvements to reduce energy loss from the refrigeration doors and lighting systems.

**WEST·SIDE**  
*Marketplace*

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## Goal:

In Chris' words, "a good reputation comes from doing the right thing at all times." In this case, upgrading his store with energy efficient solutions would be the right thing to do for climate change, and also for the store's bottom line. Additionally, he wanted to improve the visual appearance of the high-traffic 'Power Alley' section of the store, showcasing the good deals and specialty buys people look for at his marketplace.

## Project:

QM Power's Andy Martin and Paul from ABS coordinated the effort to replace 115 case motors with the Q-Sync<sup>®</sup> constant speed motor. These motors utilize ECM technology but with special adaptations to offset inefficiencies that happen with traditional ECMs. Q-Sync<sup>®</sup> motors are unique because they sync up with the grid, eliminating the need for AC-DC conversions which traditional ECMs must do. The motor replacement project took just two evenings due to the simple drop-in replacement design.

This project also involved QM Power's newest product - Q-Sync<sup>®</sup> Variable Speed motors - 33 of which were installed to replace inefficient freezer motors.

Additional upgrades to the refrigeration case doors and lighting were implemented by ABS, further increasing the store's efficiency measures. One of the most noticeable changes from the customers' perspective involved new ambient and accent lighting to brighten up the 'Power Alley' by upgrading from fluorescent to LED candles and spot lights.

## Results:

Paul from ABS knows from experience that traditional motors always fail at two o'clock in the morning, causing store owners to jump out of bed and meet contractors to respond to their failure alarms. "Who wouldn't want to eliminate this from their life?" he asks, rhetorically. "I know the Q-Sync motors will be a big improvement in this regard, given their reliability."

Chris was ecstatic to see that his Frozen Food sales have escalated due to the improved appearance from the overall door and lighting improvements. And from a utility standpoint, the Q-Sync<sup>®</sup> motors, alone, will save \$6,500 per year before rebate incentives. The ROI of this project involves a 5.4 year simple payback and a 3.5 year payback with rebates. All of these metrics help him to "do the right thing at all times."

