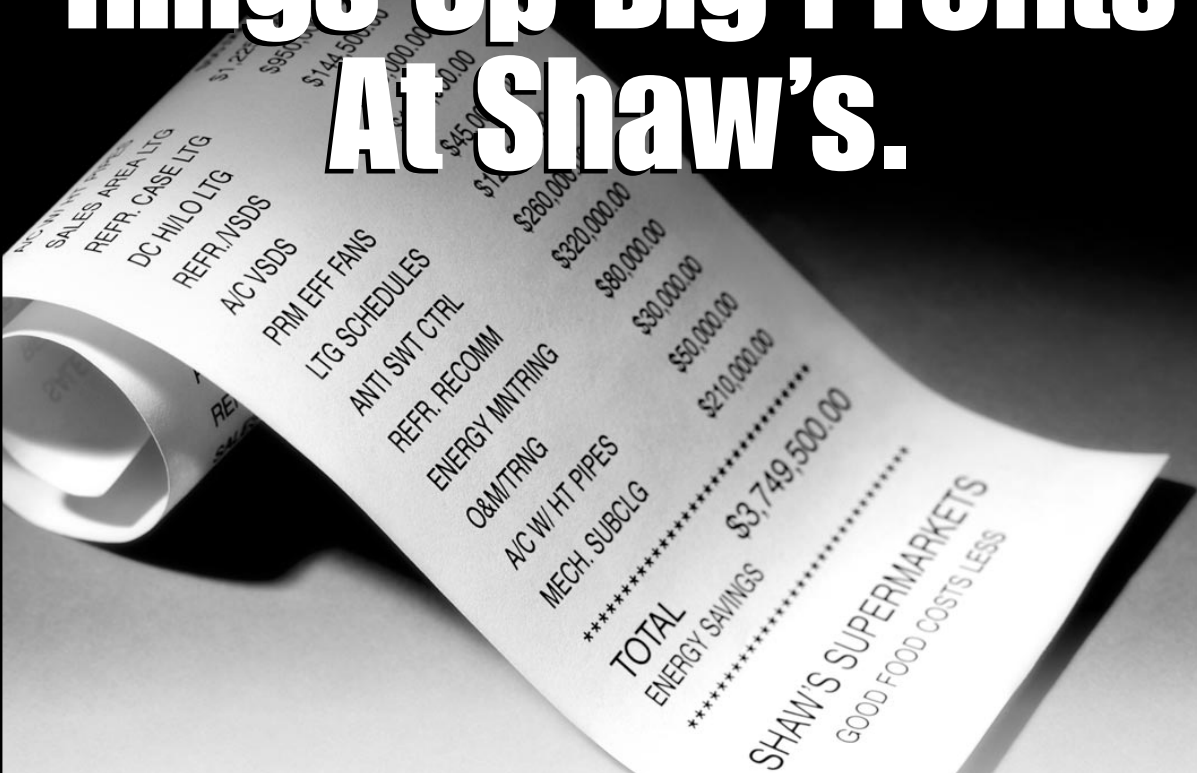


# Energy Efficiency Rings Up Big Profits At Shaw's.



The second-largest supermarket chain in New England has discovered a new profit center: energy efficiency.

Last year alone, Shaw's Supermarkets netted \$3.7 million from energy savings. In an industry that operates on 2½% profit margins, a typical supermarket would have to sell \$150 million of groceries to reap such rewards.

But Shaw's is hardly typical.

Their stores have energy-efficient lighting, refrigeration and air conditioning.

A computer program monitors energy use zone by zone, and sends an email when excess use is detected.

And at Shaw's, thanks to their high-efficiency refrigerators and freezers, customers can shop without shivering. At many supermarkets, store temperature must be set low to augment inefficient refrigeration.

Shaw's energy-saving investments have had an average return on investment of 44% (including utility incentives) with an average payback of just 27 months. Their energy efficiency also reduces greenhouse gas emissions by 10% annually.

More profit, less pollution. That's not small potatoes. To learn more about profiting from energy efficiency, visit [www.coolcompanies.org](http://www.coolcompanies.org).

**Energy Efficiency. It's Money in the Bank.**

#2 IN A SERIES OF CORPORATE PROFILES IN ENERGY EFFICIENCY

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