

DOE 2012: Hill PHOENIX Combines Merchandising Flexibility with Industry-Leading Energy Efficiency

Unbeknownst to many retailers and most consumers, a quiet movement has been underway in the commercial refrigeration industry. Hill PHOENIX and other leading producers of refrigeration equipment have been preparing for new regulatory requirements for energy usage in commercial environments.

After January 1, 2012, the United States Department of Energy will begin requiring that new commercial refrigeration products manufactured in or imported to the United States meet an aggressive new standard for energy efficiency. Retailers will benefit from energy cost savings as manufacturers will be required to meet aggressive baseline energy usage standards known as DOE 2012. Remote refrigerated equipment manufactured before January 1, 2012 is exempt, and requirements for used equipment listed for resale are pending.

Will new regulations hinder merchandising innovation?

Since DOE 2012 was announced in 2009, Hill PHOENIX R&D labs have been developing innovative new refrigeration answers that meet – and in many cases exceed – baseline energy requirements set forth in DOE 2012. In fact, in 2009 Hill PHOENIX launched its Synerg-E™ line of commercial refrigeration cases that exceeded DOE 2012 energy efficiency standards.

Our goal has been to provide Hill PHOENIX customers with the most innovative merchandising products on the market, supported by industry leading energy efficient and sustainable refrigeration systems. Hill PHOENIX R&D labs are already looking beyond DOE 2012 to meet the diverse merchandising needs of supermarket retailers by helping them sell more products, more profitably, more responsibly.

Hill PHOENIX display case labs are currently working with customers to seamlessly integrate new DOE 2012 compliant cases and technologies into their stores without disrupting their existing merchandising footprint. Our design engineers can custom build new, more energy efficient cases to match cases currently on the sales floor – whether they're Hill PHOENIX cases or a competitor's model.

Which products will be affected by DOE 2012?

The new rules will apply to the following equipment categories: commercial ice-cream freezers; self-contained commercial refrigerators, commercial freezers, and commercial refrigerator-freezers without doors; and remote condensing commercial refrigerators, commercial freezers, and commercial refrigerator-freezers. The 2012 standards follow a January 2010 rule that all self-contained cases (i.e., door cases with self-condensing units) meet similar energy efficiency standards.

What will DOE 2012 do for the environment?

The Department of Energy estimates that DOE 2012 standards have the potential to save 1.035 quadrillion BTUs of energy over the next 30 years. That is approximately equivalent to the amount of energy used by more than 5 million households in a calendar year.

How will this affect retailers?

Hill PHOENIX is working to ensure that DOE 2012 is purely beneficial for our retail customers. The commercial refrigeration industry will have had three years to prepare for the new energy usage requirements by the time they go into effect. During that time, Hill PHOENIX R&D labs have been adapting and innovating to meet the challenges and opportunities presented by DOE 2012.

For more information about DOE Regulations on commercial refrigeration, visit http://www1.eere.energy.gov/buildings/appliance_standards/commercial/refrig equip_fi nal_rule.html or contact a Hill PHOENIX representative for more information.