



DECREASE
energy costs
IMPROVE
customer experience
BECOME
a sustainable leader

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Improve energy efficiency and increase sales.

The New York State Energy Research and Development Authority (NYSERDA) provides technical assistance and support to retailers in New York State, helping them achieve their energy efficiency and environmental objectives, while improving the customer experience.

Stock up on energy savings and more

Energy-efficient investments not only save you money, they help your facility create a more enjoyable shopping experience. NYSERDA can show you how energy efficiency contributes to even bigger goals like:

- Creating more specialized customer service
- Encouraging more consumers to shop in store
- Improving your reputation as a sustainable community leader

Team up with experts to improve the customer experience

With demonstrated experience assisting retailers, your local utility and NYSERDA can help you find energy solutions that work for your industry. We can help you with key areas such as:

- Deep energy retrofit projects
- Advanced controls and monitoring systems



NYSERDA

Implement measures that will make the most impact

Retailers have unique requirements for controlling and reducing energy. Your local utility and NYSERDA have programs to can help you define those energy efficiency needs and select the right support resources for your project(s). Some of the most common measures successfully implemented by retail facilities include:

- Installation of high-efficiency compressors/compressed air recovery system upgrades
- Demand-controlled ventilation and variable-frequency drive (VFD) installation
- Equipment and motor system upgrades
- Lighting replacement and controls

NYSERDA, a public benefit corporation, offers objective information and analysis, innovative programs, technical expertise, and support to help New Yorkers increase energy efficiency, save money, use renewable energy, and reduce reliance on fossil fuels. NYSERDA professionals work to protect the environment and create clean energy jobs. NYSERDA has been developing partnerships to advance innovative energy solutions in New York State since 1975. To learn more about NYSERDA's programs, visit nyserdera.ny.gov or follow us on Twitter, Facebook, YouTube, or Instagram.

