

851 Target Stores use occupancy sensors from The Watt Stopper to save energy

Target Stores, an upscale discount store chain, has partnered with The Watt Stopper, Inc. since 1996 to save energy. All existing Target Stores have been retrofitted or remodeled to include Watt Stopper occupancy sensors, while new stores have occupancy sensors built into the design plans. At the end of 1998, a total of 851 Target Stores were using occupancy sensors from The Watt Stopper.

Jim Boler, National Energy Manager at Target, has been involved since the beginning of the project. The driving forces in the decision to use occupancy sensors were expense reduction and energy savings. Before occupancy sensors were installed, stock rooms, receiving areas, and office lights were on 16 hours a day.

Target chose The Watt Stopper after an initial one month performance test of Watt Stopper occupancy sensors and sensors from other manufacturers. Selection was based on the results of the tests, functionality, reliability and availability. They wanted a manufacturer whose sensors were convenient to workers.

Once the initial test and manufacturer selection was made, Target began the first phase of its energy saving project by retrofitting existing buildings. In some cases, this involved realigning lighting and circuitry where lighting was inappropriate and would be ineffective with an occupancy sensor control system in place.

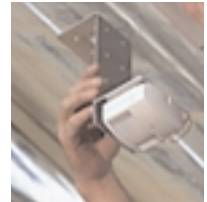
One challenge, for example, was the placement of fixtures. Some were

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too high. This was easily solved by relocating fixtures to areas needing light. These situations only occurred in the older buildings that were retrofitted. Target determined that the savings of occupancy sensors would outweigh the cost of relocating the fixtures. Newer buildings and remodels did not have these same challenges, as correct lighting placement was planned in advance.

In total, Target uses occupancy sensors to control lighting in over 20 million square feet of building space.

They use The Watt Stopper's CI-105-H and CI-105-4 passive infrared (PIR) occupancy sensors in stockroom areas. The



CI-105-4

WA-100 automatic wall switch with vandal resistant hard lens is used in small offices, storage spaces, and employee restrooms. The CI-205-1 360° PIR sensor is used in open areas and conference rooms.

Jim Boler and Target Stores understand the importance of saving energy. Target saved 65 million kwh in 1998 and 5% of their total annual energy consumption with the use of Watt Stopper occupancy sensors. The sensors have more than paid for themselves in energy savings.

Due to the successful results, Target plans to continue to install occupancy sensors in all new buildings as the nationwide retailer grows.

“Our teammates in the stores have a lighting control system that works for them, not against them.”

Jim Boler
National Energy Manager
Target Stores

