

Cool Cases: From the files of Ice Energy



Telecommunications and media giant Cox Enterprises was one of the first companies to recognize the value of energy storage in improving energy efficiency and performance. Cox installed several of Ice Energy's Ice Bear energy storage systems at its Manheim Auto Auction subsidiary in Southern California.



“The bottom line was the energy savings and the economics of the project.”

Huiet Joseph, Energy Conservation & Engineering Manager, Cox Enterprises



Customer: Manheim Auto Auctions	Utility: Anaheim Public Utilities
Location: Orange County, California	Building Type/Size: Mixed-use/83,000 sf
Energy Savings: 27%	
Situation: Part of its industry-leading “Cox Conserves” program, the Manheim project aligns with the company’s corporate-wide sustainability goal of reducing its carbon footprint by 20% by 2017 through the use of alternative energy sources and conservation measures. Since 2000, Cox has reduced its energy consumption by more than 10%, while eliminating more than 172,000 tons of greenhouse gases annually, roughly equivalent to the pollution produced in providing power to 26,000 homes. Energy storage represented the potential for even more savings.	
Solution: Ice Energy’s Ice Bear distributed energy storage systems enable a powerful change in how – and when – energy is consumed for air conditioning. Using thermally efficient, nighttime power to produce and store energy for the next day, the Ice Bear uses a fraction of the peak energy required by conventional air conditioning systems. Motivated in part by a special incentive offered by local power authority Anaheim Public Utilities (APU), Cox authorized the installation of seven Ice Bear energy storage units on its Southern California locations, each paired with a conventional 7.5 or 10-ton AC unit.	
Results: Power monitoring equipment installed to verify and validate shifts in both electric load and energy efficiency proved conclusively that the Ice Bear systems on the Manheim facility shifted approximately 71 kW of peak electricity use to non-peak hours on a daily basis, translating to an annual savings of 27% in energy costs.	
Rebates / Incentives: APU underwrote about two-thirds of the project costs, and the building was switched to a time-of-use rate structure that rewarded shifting electric load to off-peak hours, primarily during the summer months.	