

SUBURBAN SUPERMARKET

POWER SOLUTIONS
CASE STUDY of
**DOMINICK'S
SUPERMARKET**



FOOD FOR THOUGHT: THE GENERAC GEAR DRIVE ADVANTAGE

UNITS

100 kW Natural Gas
Gear Drive Genset

LOCATION

Willowbrook, Illinois

The modern supermarket is an established part of American life, and something we tend to take for granted. Today's stores are large retail outlets offering far more than just groceries. They're well-lit emporiums with wide aisles, inviting decors, and specialized sections featuring a vast assortment of foods.

This is a competitive business, where major supermarket chains seek to gain an edge by featuring more locations, attractive pricing, a broad selection of products, and a first class shopping environment. The key to success is building brand loyalty by offering visitors a convenient, comfortable experience that features exemplary customer service and encourages return visits.

Safeway, Inc. is one of North America's premier supermarket retailers, with almost 1800 locations throughout the United States and Canada. Its branded stores include such well-known names as Dominick's, Genuardi's, Vons, Carrs, Randalls, and Tom Thumb. The company's long history includes such innovations as pricing produce by the pound, establishing open dating on perishables to assure freshness, and developing nutritional labeling.

Safeway is a company focused on providing outstanding value to its customers. A key ingredient in Safeway's success has been the introduction of one of the most extensive private label programs in North America, incorporating over 2,500 products under such names as Safeway, Lucerne, and Mrs. Wright. Another 900 premium products are marketed under the prestigious Safeway Select label.

The Dominick's supermarket in Willowbrook, Illinois is typical of Safeway's many company-owned locations throughout the greater Chicago area. It's a 50,000 square foot store that opened in 1987, and has served its suburban neighborhood for over fifteen years as a friendly, reliable place to shop.

A key element in that reliability is the backup power system that keeps the store operating whenever utility power is interrupted. Virtually all Safeway stores have standby generators to protect key systems and ensure that customer service is maintained at its usual high level.

Continued

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“A power outage is something that would impact our business significantly,” says JeNyce Boolton, a spokesperson for Safeway, Inc. “Not only would our customers be inconvenienced, but much of our refrigerated and frozen food might be harmed. The loss of sales would be considerable also. Having a generator onsite allows us to keep operating to avoid those kinds of problems and losses.”

When the store’s original backup system was replaced in 2001, Safeway selected a new 100 kilowatt natural gas fueled Generac gear drive genset to take its place. The unit is located in a second floor mechanical room at the rear of the store, standing ready to take on the building’s electrical load whenever necessary.

Generac is the only generator manufacturer in the North American market to offer a gear drive configuration option on numerous models. Instead of the engine running at a speed of just 1800 RPM (the rotational speed necessary to produce electricity at a frequency of 60 Hertz), the Generac gear drive allows the engine to operate at its normal, higher speed (like 2750 RPM). This has three benefits. First of all, the engine runs within its comfortable operating range, which reduces wear

and extends its life. Second, the engine operates at its optimal speed, producing significantly more mechanical power and thus a higher kilowatt output. Finally, the higher operating speed and greater inertia allow the engine to more easily handle sudden block loading, which occurs whenever a backup generator restores power.

Gear drives have proven to be extremely reliable and durable. Thousands of Generac gear drive gensets have been providing outstanding service for almost twenty years in a myriad of real-world applications, each one covered by a ten year limited warranty. By increasing power output and lowering the acquisition cost on a per kilowatt basis, Generac gear drive technology offers outstanding value – something a company like Safeway especially appreciates.

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