



# Energy Efficiency Case Study

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## Donut Dip Gets Sweet Energy Efficiency Upgrade

*Better quality lighting preserves the past and illuminates the future*

### About Donut Dip

A popular family-owned donut shop that has been part of the West Springfield community for more than 60 years, Donut Dip prides itself in staying true to its mission of serving the highest quality donuts, pastries and coffee along with exceptional customer service. Stepping in to the shop on Riverdale Street and selecting a pastry from a glass case is like stepping back in time.

### Project Summary

Donut Dip partnered with Eversource to upgrade its interior and exterior lighting systems to energy efficient LEDs. Having the shop open every day, nearly around the clock, and lighting antique cases can be an expensive proposition particularly when it comes to energy costs. Now that the upgrade is complete, the shop's owners can expect to save more than \$1,400 in annual energy costs, while also providing better quality lighting for customers and employees.

### Solution

Donut Dip took advantage of the Mass Save small business program to upgrade the shop's interior and exterior lighting to LEDs.

"We've been ingrained in the local community since the 1950s, and we want to stick around for years to come. Reducing our energy usage boosts our bottom line," said Donut Dip owner Paul Shields. "The store has a much more appealing ambiance that accents our donuts and pastries. The project accommodated our needs to preserve and use our cases, only now they're lit up with new, energy-efficient lighting. That's the icing on the cake."

"In addition to the energy savings, the reliability of the new LED lighting will give Donut Dip peace of mind during those long operating hours," said Eversource Manager of Energy Efficiency Bill Stack. "The shop has such rich history in West Springfield, and we're proud to be a trusted source of energy expertise, connecting our customers to solutions for savings."

**Annual Energy Savings:**

8,239 kWh

**Lifetime Energy Savings:**

66,919 kWh

**Annual Cost Savings:**

\$1,400 per year

**Total Project Cost:**

\$5,567

**Eversource Incentive:**

\$3,897

**Net Cost to the Customer:**

\$1,670

**31 tons CO<sub>2</sub> saved over the lifetime of the installed lighting, the equivalent of taking 7 cars off the road for a year.**

### About Mass Save:

Together, we make good happen for Massachusetts: Berkshire Gas, Cape Light Compact, Eversource, Liberty Utilities, National Grid and Unitil. As one, we form Mass Save®, with the common goal of helping residents and businesses across Massachusetts save money and energy, leading our state to a clean and energy efficient future.

WE ARE MASS SAVE®:



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