



PEAK DEMAND SAVINGS. IT'S A TOOL OF THE TRADE AT LOWE'S.

When it's time to conserve electricity, Lowe's has the blueprint for savings. See how experts are controlling peak demand at this home improvement giant.

With more than 1,830 stores and 260,000 employees, Lowe's is one of the world's largest companies. In 2013, it ranked 56th on the Fortune 500 - one place behind Google and one place ahead of Coca-Cola. Thanks to the enormous scale of its operations, minimizing peak demand is a top priority.

Lowe's operates nine stores within the PSO-AEP service area. In 2013, it responded to three Peak Events. Though each event lasted just four hours, the company received thousands of dollars in Peak Performer incentives.

How does Lowe's achieve such incredible results? During Peak Events, each location reduces its overhead lighting and "cycles" a small number of HVAC units. Cycling consists of turning strategically located HVAC units on and off in an alternating sequence. Of approximately 20 units in each store, four units are cycled during a Peak Event. By constantly rotating the locations of inactive units, store managers save energy while keeping cool air circulating throughout the building.

"When we cycle HVAC units to save energy, the temperature change is less than a quarter of a degree," said Steve Elsea, Lowe's director of energy management. "We're able to maintain a comfortable shopping and working environment for our customers and employees."

Lowe's has its load shedding strategy nailed down. How about you? Let PSO help you with the nuts and bolts of your own efficiency plan.

"SOME POWER PROVIDERS USE THIRD-PARTY ADMINISTRATORS TO MANAGE THEIR DEMAND RESPONSE PROGRAMS. WE LIKE WORKING WITH PSO, BECAUSE WE RECEIVE COMMUNICATIONS DIRECTLY FROM PSO AND REALIZE A GREATER PERCENTAGE OF THE SAVINGS."

**- STEVE ELSEA ,
DIRECTOR OF ENERGY
MANAGEMENT AT LOWE'S**

Find out how to become a Peak Performer today. Visit PowerForwardWithPSO.com or call 888.776.1366 to learn more.

