

Morrisons Plc - Knottingley Store



MORRISONS

Morrisons, the fourth largest supermarket chain in the UK is always looking for ways to reduce their energy costs and carbon footprint, as well as ways to improve customer comfort.

Mitton Mechanical approached Airius to conduct a trial in the Morrisons Knottingley store in 2007. The trial was hugely successful and now 100's of stores have been retrofitted with Airius units.



Key Points:

- **Trial System = 18 Model 15 Suspended Series**
- **6-8°C - Stratification before Airius**
- **1-2°C - Stratification after Airius**
- **£2,365.20 = Approx annual running costs**
- **Increased customer browse time**
- **Rise in overall aisle spend**
- **Eliminates chiller/freezer cabinet fogging**
- **Continuous airflow evaporates spills quickly**

Supermarket operators and HVAC consultants have been trying to resolve the problem of customer discomfort in cold chiller and freezer aisles for many years. This problem is compounded when temperatures throughout the rest of the store can be uncomfortably warm in comparison. Costly and inefficient ducting systems, under cabinet heaters and heat retrieval systems have failed to solve the problem to date.

Mitton Mechanical, a Morrisons contractor, approached Airius to conduct a trial in the Morrisons Knottingley store in Wakefield. Airius units were placed at 4 metre intervals in three chiller aisles, reducing stratification from 6-8°C to 1-2°C, thus making the chiller aisles more comfortable (without affecting the chiller units). This increased customer browse time and aisle spend, as comfortable shoppers browse for longer and spend more. The system also helps dry spills quickly through evaporation and eliminates glass "fogging", keeping cabinet products clearly on display.



CASE STUDY - RETAIL

The trial was hugely successful and over 400 Morrisons stores have now been retrofitted with the Airius units. The Airius system is now on the standard specification list for all new Morrisons stores and will be retrofitted as part of the normal refurbishment program.



Morrisons and Mitton Mechanical are a pleasure to work with. Their eagerness to reduce energy consumption and improve comfort levels for their customers puts them at the very top of the Green supermarket list, which is why they were the first supermarket in the UK to be awarded the prestigious Carbon Trust Standard for making real reductions in their carbon emissions and energy usage.

