

Abercrombie & Fitch Co.

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Abercrombie's Looking Sharp

Corporate and distribution facilities outfitted for efficiency

Since 2010, Abercrombie & Fitch Co. has been outfitting its distribution facilities and offices with the newest arrivals in energy efficiency technology. And, they've approached it with the same reverence for design and attention to detail as its casual clothing lines.

Recently, the focus has been on Abercrombie's massive distribution centers. One retrofitted with efficiency measures (DC1), the other (DC2) underwent a major renovation. Both facilities were designed with the ENERGY STAR® guidelines in mind.

Through AEP Ohio's Continuous Energy Improvement (CEI) Program, the belt operations were optimized for smart energy management through a variety of new procedures. New LED lighting was used in certain areas within both DC1 and DC2. LEDs were also the fixture of choice on both facilities' exteriors, illuminating the parking lot for employees.

Inside Abercrombie's main corporate offices, older tech lighting was also replaced by LEDs. Abercrombie's

Data Center and IT operations received new efficiency measures of their own. A move to server virtualization, which centralizes computer memory and processing into right-sized servers, replaces energy-intensive individual desktop computers. The addition of efficient new cooling equipment in the form of air exchanging economizers, do the important work of maintaining ideal server temperatures while using significantly less energy.

As for results, Abercrombie's efficiency efforts have paid off. Over the years, the company has rung up an impressive total of \$648,790 in annual savings using AEP Ohio energy efficiency programs.

Such numbers will help keep this legendary retailer looking sharp for many seasons to come.

"We're happy with the results we've seen, and we'll always look for new upgrades."

— Andrew Stroh
Energy Manager
Abercrombie & Fitch Co.



Abercrombie's conveyor belt system in Distribution Center 2 is optimized for energy efficiency

Project brief:

Total kWh savings:

8,109,869.51

Incentives:

\$417,136

Estimated energy savings:

\$648,790

Note: The annual energy savings are calculated using an electric rate of \$0.08 per kilowatt hour (kWh).



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