

Case Study Specialized

Snapshot



“Specialized’s motto is “Innovate or die,” and Stem’s energy optimization technology helps keep us on top of the innovation curve.”

Alfredo Echauri

Director of Facilities, Specialized

Specialized, located in Morgan Hill, California, is the most award winning bicycle company in the world. Specialized’s mission is to be the best cycling brand in the world, with a focus on the rider’s need for functional and technically advanced products that provide a performance benefit.

In addition, the adoption of various programs such as its Specialized Sustainable Innovation Policy and its Carbon Recycling Program are an indication of the Specialized commitment to the ongoing journey of sustainability. The company considers more than just what it makes, but how it makes things and the impact on people and the environment throughout their operations.

Challenge Responsible for two large buildings at the Specialized headquarters in Morgan Hill, California, Alfredo Echauri has the added challenge of maintaining comfortable working environments for both office workers as well as the athletes who design and test the premium bicycles at the location. HVAC makes up about 60% of the energy draw at the location, and lighting is also a high consumption component. Specialized’s success has led to growth in the employee base and increased energy consumption at peak load times. The challenge of managing energy costs at Specialized is typical of similar environments where traditional curtailment and load-shedding measures such as pre-cooling and changing set-points to match expected weather are manual and prone to error.

Solution The Stem Energy System appealed to Specialized due to the fact that it is an innovative solution, yet simple to implement. The fact that it requires no change to operations was appealing to someone who is responsible for maintaining the comfort and productivity of a high-functioning organization. The system also appealed because of the aesthetic design of the PowerStore units, and the fact that they match the general design of the lab area at Specialized.

Results With the continuing success and growth of the company, demand charges and their disproportionate impact on the monthly electricity bill are a growing concern for Alfredo. He considers the Stem Energy System as one tool in his arsenal of approaches to tackling the cost of his growing energy needs. He expects to see double-digit curtailment of energy costs with the Stem system deployed.



For more information on how a Stem Energy system can help you control your energy costs, please visit stem.com or call **(415) YES-STEM (937-7836)** to speak with us directly.