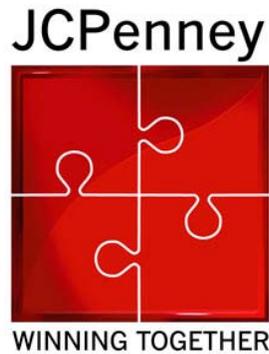


# ENERGY STAR

## Changing Our World at JCPenney



Decal for Every Front Door

**JCPenney EnergyCenter**  
Every Day Matters

Home | Login | Energy 101 | EMS | News | ENERGY STAR Reports | Projects | History | Contact Us | FAQ

2008 MUM Program  
Energy Plan  
From Michael Taxter  
National Leader  
Social Responsibility  
Energy Team  
Energy Team Org Chart  
ENERGY STAR: "You Can Make a Difference"  
Energy Links  
EPA CFL Fact Sheet

**JCPenney's Energy Center**

Your store could always use some more...  
**DECORATION**

Find out how at... [www.jcpenergycenter.com](http://www.jcpenergycenter.com)

**ENERGY STAR for Retail**

**Did you know:**  
Retail companies spend nearly \$20 billion on energy each year. A 10 percent reduction in energy costs for the average full-line discount retailer can boost net profit margins by as much as 1.55 percent and sales per square foot by \$25.

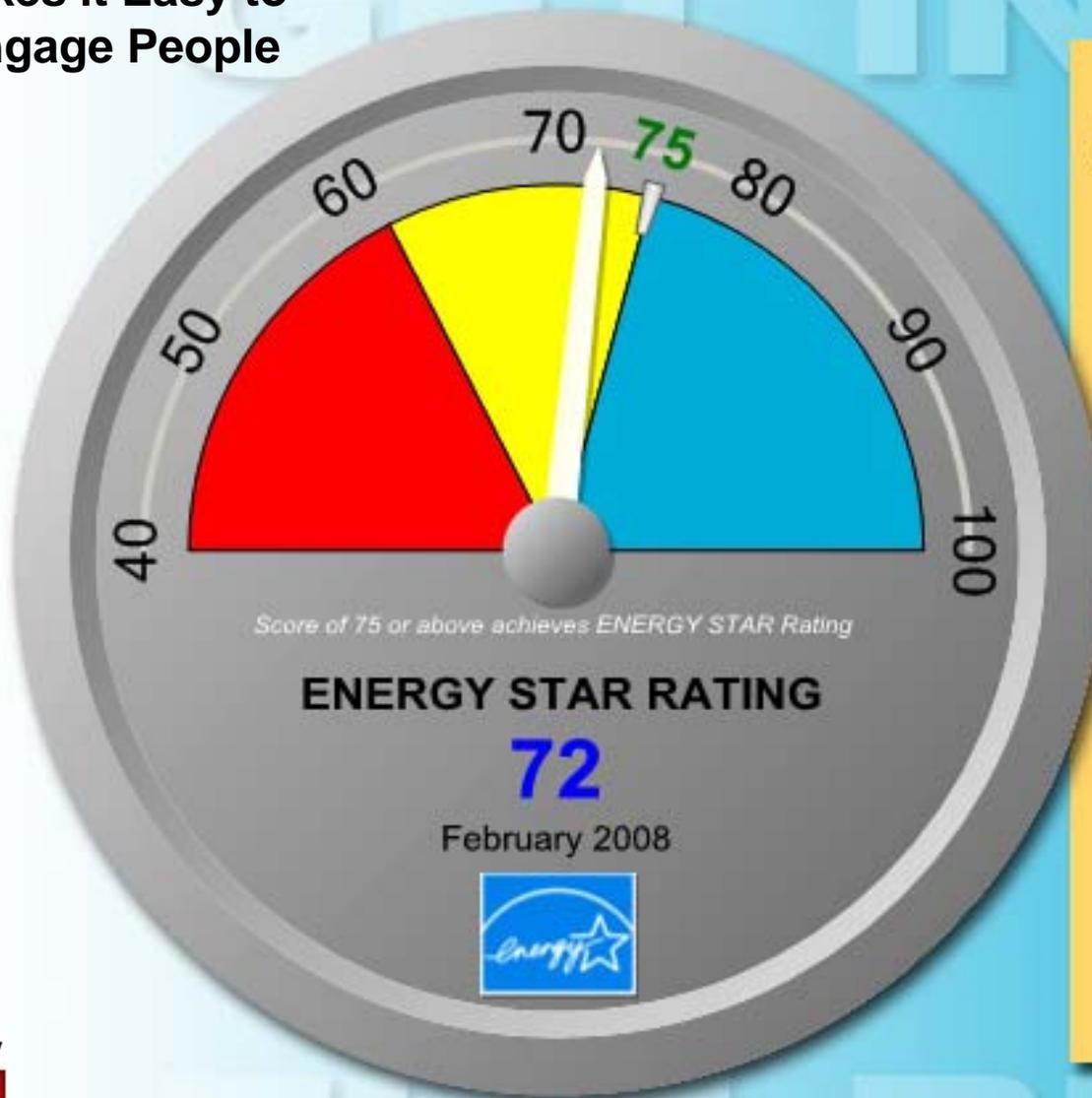
**The Problem:**  
Retailing is a tough business. In order to compete, retailers use vast amounts of energy to create inviting spaces for their customers. Eye-catching signage and merchandise displays, plus heating and cooling needs, all contribute to high energy costs in retail buildings. Lighting is the biggest energy expense for retailers-37% of total energy use. And it's not an area where retailers can scrimp—attractively lit displays promote sales.

**The Solution:**  
Energy improvements can not only lower utility bills but also foster a more comfortable retail space, with better lighting, temperature control, and indoor air quality. That means employee morale and retention improve, and customers are more likely to return often.

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# ENERGY STAR

Makes it Easy to Engage People



## Energy Star Speedometer Legend

-  You do not qualify for Energy Star. However, practicing energy savings tips, performing energy audits using the checklists available can still result significant savings.
-  You are close to qualifying for Energy Star. Refer to the Energy saving tips and perform an energy audit using to checklists available to help identify possible savings.
-  You qualify for Energy Star. This means your building is running in the Top 25% when compared to all other retail stores

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WINNING TOGETHER

# THE BLUE

# ENERGY STAR

## Creates Healthy Competition

### Home Energy Saving Tips

**FURNACE**  
Keep your furnace clean and properly adjusted.  
Clean or replace the filter every 1-2 months.  
Consider purchasing a new ENERGY STAR® qualified furnace.

**THERMOSTAT**  
Lower your thermostat by 4 - 5 degrees while you're sleeping at night and when no one is at home.  
Install an ENERGY STAR programmable thermostat. You can save 2% on your heating bill for every 1 degree C you turn down your thermostat.

**SHOWER/FAUCETS**  
Install low-flow showerheads and faucets.

**BASEMENT**  
If you have an unfinished basement or crawlspace, check for leaks by looking for spider webs. If there is a web, there is a draft.  
Add insulation to basement walls.

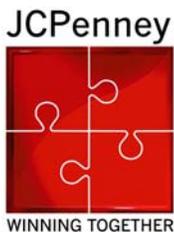
**WINDOWS/DOORS**  
Apply a sealant or caulk around windows and doorframes. On a windy day feel for leaks or use a couple of incense sticks to help identify leaks around windows, electrical outlets, vents and exterior doors.  
Consider upgrading to new ENERGY STAR® qualified windows.  
Apply weather-stripping to operable windows, exterior doors, garage doors, and doors that lead to the attic.

**LAUNDRY**  
Switch to cold when doing your laundry. 85 - 90% of the energy used to wash your clothes is used to heat the water.  
Wash full loads.  
Choose a front loading washing machine. It uses about 40% less water and about 50% less energy.

**PIPES/DUCTS**  
Plug gaps around pipes, ducts, that go through walls, ceilings and floors from heated to unheated spaces.

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Also Includes Tips for Home



## ENERGY STAR Reports

The energy performance of commercial and industrial facilities is scored on a 1-100 scale and those facilities that achieve a score of 75 or higher are among the top 25% of facilities in the country for energy performance. Not every store will be able to achieve a high enough rating to earn the ENERGY STAR but every store can commit to ensuring that their store has the highest rating possible. Please monitor your score as you and your store associates look for ways to save energy and valuable resources for our company.

If your store is under 75, you can learn about [how to improve your store's performance](#).

### ENERGY STAR Ranking Data for Region 4 (August 2008)

District	# of Stores	Rank	Average Energy Star Rating
<a href="#">0408</a>	10	#1	81
<a href="#">0428</a>	13	#2	76
<a href="#">0430</a>	12	#3	75
<a href="#">0421</a>	11	#4	70
<a href="#">0416</a>	14	#5	70
<a href="#">0414</a>	13	#6	69
<a href="#">0419</a>	12	#7	68
<a href="#">0432</a>	10	#8	66
<a href="#">0423</a>	12	#9	65
<a href="#">0418</a>	16	#10	65
<a href="#">0413</a>	12	#11	65
<a href="#">0431</a>	12	#12	59
<a href="#">0417</a>	13	#13	59
<a href="#">0420</a>	16	#14	57
<a href="#">0429</a>	14	#15	55

[Back to Regions](#)
Print/Save PDF

NOTE: # Stores only shows the number of stores in the district that have ENERGY STAR Rating data.

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# ENERGY STAR

Drives Superior  
Performance



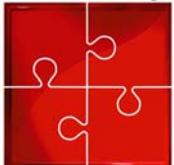
40 + Stores Labeled in 2008

## ENERGY STAR Ratings History for Year Ending February 2008

2353-Silverdale, WA



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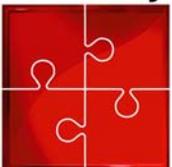
# ENERGY STAR

Provides Opportunity  
for Recognition



JCPenney, Johnson Controls (facilities maintenance vendor) and EPA Region 6 Administrator Richard Greene at our Home Office Earth Day Event.

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# ENERGY STAR

Promotes and Facilitates Change



**DESIGNED TO EARN THE ENERGY STAR**

The estimated energy performance for this design meets US EPA criteria. The building will be eligible for ENERGY STAR after maintaining superior performance for one year.

First Store in the County to Receive SEDI



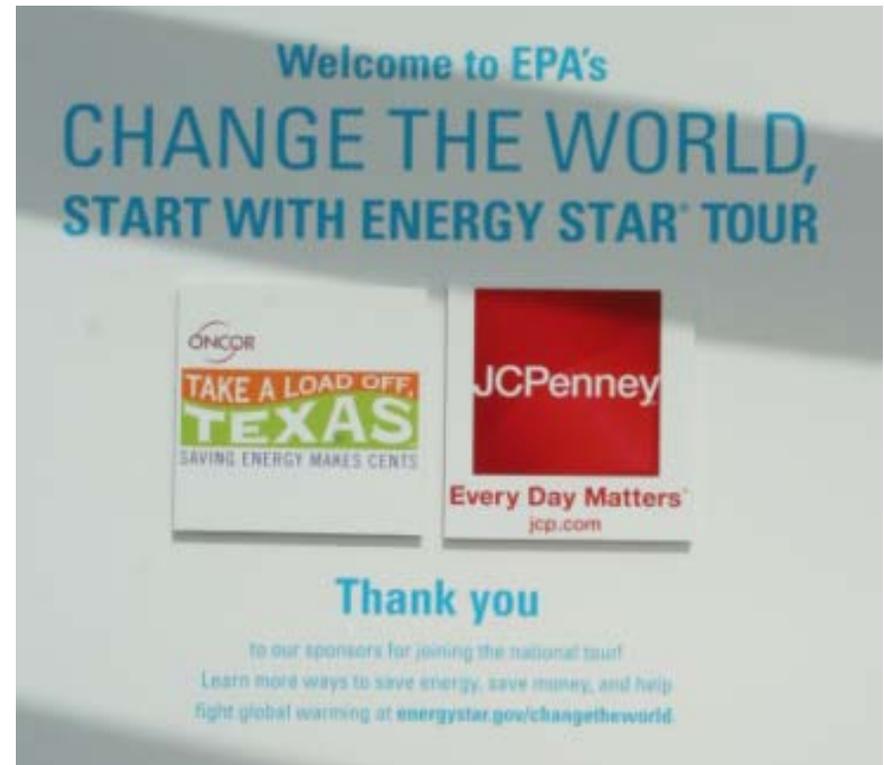
**Bring Your GREEN TO WORK**  
with ENERGY STAR®

The small steps you take at work to save energy can make a big difference in the fight against global warming.

Organizations across the country are working with EPA to improve the energy performance of the buildings where we work, shop, play and learn. You can help!

Click on the blue stars to learn more and start saving energy today.

Easy access on our Energy Center



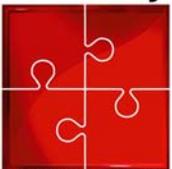
Welcome to EPA's  
**CHANGE THE WORLD,  
START WITH ENERGY STAR™ TOUR**

ONCOR  
**TAKE A LOAD OFF,  
TEXAS**  
SAVING ENERGY MAKES CENTS

**JCPenney**  
Every Day Matters®  
jcp.com

**Thank you**  
to our sponsors for joining the national tour!  
Learn more ways to save energy, save money, and help  
fight global warming at [energystar.gov/changetheworld](http://energystar.gov/changetheworld)

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# ENERGY STAR

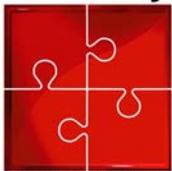
Inspires Community  
Leadership



Behind the Students is Powell Valley's 28-foot long Energy Board where daily, weekly and monthly Energy Performance Reports are posted.

*(Note: The Energy Board concept was given to the District by JCPenney; however, the size and colorful presentation of the Energy Board was created by the Students)*

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