

# Success Stories



## Project Details:

### Location:

6200 Euclid Avenue  
Cleveland, OH 44103

### Project Contact:

Shelley Roth  
(216) 432-1144  
sroth@pierres.com

### Technologies:

Energy efficient lighting, production equipment and refrigeration upgrades

### Funding Source:

American Recovery and Reinvestment Act –  
State Energy Program

### Incentives:

\$500,000

### Total Project Costs:

\$1,130,364

### Energy Impacts:

- New equipment increased energy efficiency by more than 15 percent
- Reduced natural gas usage by almost 20 percent
- Increased capacity with minimal impact on electric consumption

### Economic Impacts:

- Utilizing efficient equipment allows for increased production and competitiveness
- Job retained or created: 80 FTE's\*

### Environmental Impacts:

- Reduced CO<sub>2</sub> emissions by more than 165,000 pounds per year, which is equivalent to taking 15 cars off the road.

\*Job creation numbers are based on direct jobs created or retained using Full-Time Equivalent (FTE) hours.

## Royal Ice Cream



### Background:

The Pierre's Ice Cream Shop opened its doors in 1932. Its gourmet ice creams were prepared fresh each day in the back of the store and sold by the cone, the cup, or hand packed for customers to take home. In 1960, the Royal Ice Cream Company acquired the Pierre's Ice Cream Company. Presently, there are more than 235 different products/flavors that bear the Pierre's name. The company also manufactures private label lines and distributes many of the national brands of ice cream.

### Challenge:

When long-range planning led to the decision to construct a new 35,000-square-foot manufacturing facility, Royal Ice Cream signed up for the Energy Efficiency Program for Manufacturers to help create a more sustainable process. During the first two phases of the program, Royal Ice Cream identified multiple areas within the operation for energy savings.

### Solution:

Royal Ice Cream installed energy efficient ice cream production equipment, refrigeration controls, and energy efficient lighting. The new facility also included skylights and windows which provide natural light, equipment that makes use of the process heat and cooling for air conditioning and heat in certain parts of the plant, and motion sensors that control lighting in parts of the building.

*"There's some wonderful technology incorporated now that helps make our jobs better and easier. It also brings energy efficiency to our operation."*

-Shelley Roth, Owner, Royal Ice Cream



Department of  
Development

Community Services Division, Office of Energy  
77 South High Street, 26th Floor, P.O. Box 1001, Columbus, Ohio 43216-1001  
Phone (614) 466-6797 Fax (614) 466-1864 energy@development.ohio.gov

[www.energy.development.ohio.gov](http://www.energy.development.ohio.gov)