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October 30, 2007 11:05 AM Eastern Time

JCPenney Stores Become First to Earn New ENERGY STAR Retail Rating***EPA Recognizes Four Washington State JCPenney Stores for Superior Energy Performance and Environmental Protection***

PLANO, Texas--(BUSINESS WIRE)--Continuing its legacy of social responsibility and commitment to environmental leadership and sustainability, J. C. Penney Company, Inc. (NYSE:JCP) today announced that four JCPenney department stores in Washington state have become the first buildings to earn the new retail ENERGY STAR rating for superior energy performance and environmental protection.

Using analytical tools from the U.S. Environmental Protection Agency (EPA), JCPenney determined that these stores – located in Bellevue, Burlington, Puyallup and Vancouver – use about 35 percent less energy than average retail stores, reducing carbon dioxide (CO₂) emissions from electricity generation by 3 million pounds – a savings equal to the greenhouse gas emissions associated with electricity use of nearly 200 homes. Based on the new ENERGY STAR retail benchmark implemented Oct. 1, the four JCPenney stores collectively save almost \$250,000 per year on energy, compared with average stores.

“We are honored to be the first retailer to display the ENERGY STAR on our buildings, as it signifies our commitment to energy management and efficiency across our business,” said Michael Dastugue, senior vice president and director of property development for JCPenney. “Through these four stores, we have demonstrated that a focus on sound facility operations and maintenance is effective for increasing the efficiency of both new and existing stores. In addition to better controlling utility costs and reducing the environmental impact of our operations, our energy management practices reflect our ‘Every Day Matters’ philosophy and commitment to the communities in which we operate.”

Winning with Energy Management

Separately, JCPenney was selected earlier in 2007 as the first retailer to receive the ENERGY STAR Partner of the Year award for Energy Management. Over the past five years, JCPenney has invested more than \$75 million to install energy management technology, lighting retrofits and high-efficiency HVAC systems in stores nationwide. In 2006, these efforts resulted in elimination of close to 31,000 tons in greenhouse gas emissions by reducing energy use compared with the prior year, even as store operating hours increased by 5 percent and net store square footage increased 2.3 percent.

JCPenney’s Energy Management team has implemented numerous programs to engage JCPenney’s 155,000 Associates in energy reduction practices. These include designating an Energy Captain at each store who is responsible for promoting awareness of energy conservation opportunities in the workplace, as well as those that Associates can do at home. In addition, a company-wide campaign, Monthly Utility Mania (MUM), rewards Associate teams for developing and supporting energy-saving solutions.

In Washington state, three of the four ENERGY STAR stores participate in Puget Sound Energy’s (PSE) Resource Conservation Program -- a partnership that is helping PSE’s business customers achieve energy savings from behavior changes. Using PSE’s Energy Interval Service and a data-management solution developed by New Energy Technology, the stores can access daily energy usage data that provides clear

visibility into electricity usage patterns and helps identify opportunities for substantial savings.

“Once we began posting daily usage data, our Associates quickly saw how their individual actions and habits can dramatically impact energy consumption,” said Bill Trettenero, JCPenney store manager in Bellevue. “They are able to see the cost savings, as well as the impact on CO₂ emissions, and they are taking an active role in reducing energy use in our store.”

Getting Customers on Board

To help encourage consumers to save energy at home and fight climate change, JCPenney recently teamed with the EPA to support the ENERGY STAR Change A Light Bus Tour, which traveled from Los Angeles to New York, stopping at 16 local events in 10 cities. JCPenney served as sponsor of the Change A Light Bus Tour Education Center, where bus visitors learned about the advantages of energy efficient compact fluorescent (CFL) lighting and took the Change A Light pledge to replace at least one light at home with an ENERGY STAR qualified CFL bulb.

About JCPenney


JCPenney is one of America's leading retailers, operating 1,064 department stores throughout the United States and Puerto Rico, as well as one of the largest apparel and home furnishing sites on the Internet, jcp.com, and the nation's largest general merchandise catalog business. Through these integrated channels, JCPenney offers a wide array of national, private and exclusive brands which reflect the Company's commitment to providing customers with style and quality at a smart price. Traded as "JCP" on the New York Stock Exchange, the Company posted revenue of \$19.9 billion in 2006 and is executing its strategic plan to be the growth leader in the retail industry. Key to this strategy is JCPenney's "Every Day Matters" brand positioning, intended to generate deeper, more emotionally driven relationships with customers by fully engaging the Company's 155,000 Associates to offer encouragement, provide ideas and inspire customers every time they shop with JCPenney.

About ENERGY STAR

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce greenhouse gas emissions through increased energy efficiency. Today, the ENERGY STAR label can be found on more than 50 different kinds of products as well as thousands of buildings, industrial facilities and new homes. In 2006 alone, ENERGY STAR helped Americans save over \$14 billion on their energy bills while reducing the greenhouse gas emissions equivalent to those of 25 million vehicles. For more information about the Energy Star for retail buildings, please visit www.energystar.gov/labeledbuildings.

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