



French Gerleman installed a Level 2, 30A, CS-40 Clipper Creek EV charger as a perk for employees and customers.

customers,” said Adam Ruebsam, vice president of industrial and commercial sales.

This three-pronged strategy—to secure financial, environmental, and demonstration benefits—has driven every one of the company’s energy upgrades and technology improvements.

Those improvements started with lighting. “We installed high-bay T5s in the warehouse and occupancy sensors on each aisle as well as in the offices, customer center, and restrooms,” said Stanfill, adding that every fixture was carefully selected. “Even the decorative fixtures in the customer center are important because we use our facility as a showroom.”

Exterior lighting was tackled next with LED fixtures installed in the parking lot. “Not only is this another energy savings, but also we can show our customers the products in use,” Ruebsam explained. “We even kept some of the existing lamps so we can show them the differences.”

Another recent exterior innovation is the Clipper Creek Level 2 EV charging station in front of the customer center, which is available as a perk for employees and guests. “It is also another showcase for the technologies we sell. Customers can look at the charger and see how it is installed,” Stanfill added.

The alignment of French Gerleman’s facilities improvements with its expanding sales of the same technologies finds another parallel in the modifications to the company’s organizational structure. “We set up a clean energy team to focus on efficiency lighting, controls, motors, variable-frequency drives, EV chargers, and solar,” Stanfill explained. “Energy efficiency and renewable energy are among our fastest growth areas. We’re experiencing double-digit growth over all this year company-wide. We are up far more than that in clean energy and renewables.” ■

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A three-pronged improvement strategy

One project at a time, French Gerleman implements a trio of green technologies. **by Jan Niehaus**

When French Gerleman purchased its current headquarters facility in St. Louis in 2010, the 10-year-old building was entirely serviceable as is, but French Gerleman elected to invest in improvements to enhance the property’s energy efficiency, while exercising responsible environmental stewardship and creating a 175,000-square-foot living demonstration center for its energy-efficiency and renewable energy solutions. Over the next three years, the company implemented, one project at a time, the very technologies that, during the same period, became its fastest growth areas.

“We always consider the business aspect of an improvement before implementing,” said Mike Stanfill, president, noting that the latest improvement—a 48.4kW PV solar rooftop array installed in August—helps offset the miles driven by the company’s fleet of 12 delivery vehicles.

The solar array is also good for the environment. The company calculates it will produce 1,520,492kWh of power over its expected 25-year life, eliminating 2,810,100 lbs. of CO₂ emissions.

“In addition to the savings and the environmental benefits, the building serves as a technology showcase for