

Case study



About HMV

HMV is the UK's leading specialist retailer of filmed entertainment, games, music and related entertainment products and is expanding rapidly in Live, through its portfolio of music venues and summer festivals.

The first HMV shop was opened in 1921 at 363 Oxford Street, one of London's most prominent shopping streets, and HMV has developed into one of the world's leading retailers of music, video and games. Since that time, the chain has become symbolised throughout the world by its iconic His Master Voice dog and trumpet trademark.

Today, HMV operates from over 200 stores, predominantly in the UK, online and digital and through approximately 20 live venues and summer festivals.



ID HVAC
& Energy

Integrated HVAC &
Energy Solutions

The Challenge

HMV needed to replace an outdated and inefficient heating and cooling system to an existing store at the Birmingham Fort shopping outlet.

Staff had been finding the in store environment uncomfortable due to the system which offered little comfort during hot and cold periods. The high and low store temperatures were proving prohibitive to customers shopping experience and staff morale.

HMV wanted a solution that not only offered enhanced working and shopping conditions for staff and customers, but also reduced their store energy output that gave additional cost savings and met environmental legislation as well as reducing carbon footprint.

The Solution

ID HVAC & Energy (ID HVAC) was requested to design and install a retrofit energy efficient heating and cooling system. To reduce costs, only the rear air handling and compression units were replaced, with ID HVAC leaving the existing ductwork and grills.

The system comprised of an internal air handler and a remote outdoor unit as well as combining ID HVAC's 'Free Cooling' solution.

The system offers a simple and flexible solution where there is a demand for a changeover capability between heating and cooling, ensuring a constant, comfortable indoor store ambient climate.

ID HVAC's 'Free Cooling' system offers vastly improved air quality. It is triggered when the external ambient air is at a lower temperature than indoors, drawing 'fresh air' into the store through the ventilation system. This results in significant energy savings, reduced energy bills as well as lower maintenance being needed.

The high level of energy efficiency from the system offers a substantial reduction in energy consumption, whilst increasing in the corresponding EER/COP energy legislation ratings.

The Success

Through its partnership with ID HVAC, the project was completed for HMV within 4 weeks and was ready before peak Christmas trading. Work was undertaken in normal trading hours with no disruption to store operations.

Customers and staff felt its benefits instantaneously as the heating and cooling temperatures drastically improved as well as the air quality, which offers a better trading environment to the customer.

The free cooling system provides substantial energy savings compared to the traditional type of system used, with energy savings in excess of 60%.

HMV had been monitoring their stores energy consumption across the estate and found that at the Birmingham Fort store the energy usage did not warrant monitoring due to the efficiency of the system.

John Ashton, Property Manager at HMV comments, "ID HVAC have delivered to HMV a system that offers a vastly improved environment from which to trade. I have found their approach to work refreshing and they have delivered everything they promised professionally and on time."

About ID HVAC & Energy

As a specialist installation and maintenance provider of environment managed solutions, ID HVAC & Energy designs, installs and maintains HVAC and climate control energy efficient systems, helping save clients energy through technically advanced heating and cooling services.

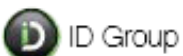
The company's portfolio covers the entire spectrum of designing, installing and maintaining HVAC, building managements systems and energy efficient lighting systems, while providing energy assessments to meet all legislative requirements.

For more information on how ID HVAC can help move your business forward please contact us on:

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