

## TASTE Keeps Cool with the Dominion Energy Virginia Non-Residential Window Film Program

When TASTE experienced the benefits of energy efficiency from window film installed in one of their restaurants, they knew they had to install the film at an additional location. This long-term energy saving decision was made even more appealing with a rebate from Dominion Energy's Window Film Program, which helped reduce their out-of-pocket cost.

### THE OPPORTUNITY

TASTE, an independent, family-owned specialty food retailer, was looking for ways to beat the heat caused by the afternoon sun at one of their eight neighborhood locations throughout Eastern Virginia. After considering several sun-blocking options, the winning decision was to have window film installed by a participating contractor in Dominion Energy's Window Film Program. Not only did they reduce the energy needed to cool their facility, they also earned a rebate from Dominion Energy for their energy saving installation.

When the time came to reduce energy at an additional location, the decision was an easy one. With the improved comfort and energy efficiency at the Greenbrier location, TASTE is eagerly anticipating additional energy savings at a second location, along with the rebate incentive.

### SAVINGS AT A GLANCE

- **Incentives paid:** \$202.30
- **Payback:** About two years
- **Estimated annual energy savings:** 8.5% average reduction in annual energy costs

### PROGRAM BENEFITS

**Non-Residential Window Film:** The rebate program promotes the installation of window film to lower solar radiation admitted through the windows, resulting in improved energy efficiency in non-residential facilities. The program provides incentives to qualifying customers who work with a participating contractor to install window film on existing windows.



"The rebate incentive was great – and influential to our decision to use window film over other types of sun-blocking solutions. The window film installation was smooth and flawless, some customers and employees do not even realize it's there. We've seen a noticeable improvement at our first location and would consider installing window films to reduce heat and energy at other facilities in the future."

— **Jon Pruden**  
President, TASTE