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Case Study: Western Brand

Key Project Details

Industry

Food: Poultry & egg processing

Project Facts

- 2 Sites, Lisnaskea & Ballyhaunis
- 2.9 MW placed into demand side response programmes.

Participating Assets

- Compressors/Condensators
- Ovens
- Freezers
- Refrigeration
- Diesel generator

Key Benefits

- **Reduced Carbon Footprint**
Optimised contribution to the decarbonisation of the grid, and help Ireland reach its renewable energy goals.
- **Business Intelligence**
Energy monitoring & reporting
- **Fully Financed Installation**
Installation without upfront cost
- **Risk-free revenue**



"It is vital, in order to meet our daily production and supply quotas, that our processes remain uninterrupted. When GridBeyond proposed demand side response, we were delighted at the prospect of boosting our sustainability credentials and profitability, but were initially sceptical of how this would affect production.

Thanks to the team's thorough audit process and expertise in load shifting and finding the inherent flexibility in our assets, as well as the advanced metering and control technology, we have been able to carry on as usual whilst benefiting from demand side response revenues, savings and enhanced sustainability."

Colm Drugan | Environmental Manager at Western Brand



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Western Brand partnered with GridBeyond mid 2017, when they decided to transfer from an older demand side response programme. The team at GridBeyond managed the migration and have since developed and implemented a cohesive client roadmap that enables the site to optimise their returns on providing energy flexibility.

Western Brand is a leader in food production in Ireland, and operates high end equipment and machinery to produce quality chicken and egg products. The GridBeyond team worked closely with the operational team at Western Brand to ready the sites for participation, gradually adding more and more suitable assets when the client was comfortable to do so. Over time, in addition to introducing new assets, the GridBeyond platform has also enabled Western Brand to seamlessly transition to newer and more lucrative programmes, and are currently embarking on an advanced metering project too.

01
Suitable assets

- 
Ovens & Microwaves
- 
Compressors & Condensers
- 
Refrigeration & Freezers
- 
Back-up Generation

02
Connected to our platform



03
Delivering

- 
New Revenues
- 
Monitoring & Control
- 
Cost Savings
- 
Sustainability



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