



Currys and PC World, Richmond

Dixons retail chooses Daikin Sky Air for improved energy efficiencies

Dixons Retail, operator of the Currys and PC World brands, has a portfolio of more than 500 stores in the UK. As part of its corporate policy, the company strives to minimise its impact on the environment. Its ethos is to sell the best leading-edge technological products possible and to reflect this policy, it believes that the products and systems used to heat, cool and light its stores should have leading edge design and performance.

As part of its rolling programme of refurbishing and refreshing its stores on a five to ten year basis, Dixons Retail is always looking for the highest energy efficient climate control systems to replace older, outdated models.

Take, for example, its CurrysPCWorld shop at Richmond-Upon-Thames. The store underwent refurbishment in October 2012 and as part of that work, outdated equipment running on the now banned R22 refrigerant needed to be replaced with a system that could deliver much higher levels of energy efficiency together with a reduced carbon impact.

The company chose a Sky Air Seasonal Smart condenser from Daikin UK. Seasonal Smart offers at least 20% better performance than previous inverter solutions and has also been designed to exceed the European Energy Related Products Directive legislation coming into force in January 2013 that sets minimum efficiency standards for air conditioning systems.

In this application five condenser units are connected to five of Daikin's new self-cleaning ceiling cassettes, which run down the centre of the store. Together with an RTD-20 Retail Econo-

miser intelligent control system, it is designed to provide Dixons Retail with the highest levels of energy efficiency at the 8,000 sq. ft. store.

Colin Braidwood, Energy Manager for Dixons Retail, was responsible for selecting the system. He said:

"We are very pleased with the energy efficiency we are experiencing at Richmond, and at our stores at Camden Town and Victoria Station, which have also used Daikin products in their refurbishments in 2012. Ideally, I would like to judge a system over a full 12 month period, but the difference in energy efficiency that we are experiencing at this store so far is looking really good."

"We also like the controls and visibility of the system as we can clearly see how it is operating and performing. We will definitely be looking at installing more of these systems in our stores over the coming 12 months."



Simon Oliver, whose company CCN Limited has worked with Dixons Retail for 30 years, was responsible for installing the Daikin system. He said: **“The installation at Richmond was very straightforward. The store was closed for a total of four weeks for full refurbishment and the air conditioning installation was completed within two weeks during that time. We also fitted a similar system to the company’s Currys.Digital store in Camden Town, which took a week to install and commission.**

“The Camden Town store is situated in one of the busiest shopping streets in the country and Dixons Retail had been particularly concerned about the staining around the old ceiling cassettes. Daikin’s self-cleaning cassettes have solved this problem.”

Why Seasonal Smart?

Versatility and control are key to creating the comfortable conditions within trading areas that will keep customers shopping. It’s important to select a system that offers excellent performance, while also minimising operating costs and energy consumption.



Daikin’s Sky Air Seasonal Smart offers the highest levels of seasonal efficiency. It meets the needs of projects requiring greater levels of flexibility such as longer piping lengths, a wider operating range or EDP applications. Efficiency and comfort can be further enhanced with selectable evaporating and condensing temperatures.

The system is discreet with limited visual and operating impact, creating an inviting atmosphere for customers.

Key Features:

- R-22/R-407C Replacement technology has been incorporated; replacement solutions deliver major energy savings, offering rapid payback and a cost-effective upgrade solution, phased for minimal downtime.

- Guarantees operation in heating mode down to -20°C external temperature.
- A 75m pipe run to achieve longer runs for installation(100-140 class).
- Compatibility with D-BACS – links your unit into the wider building management system.
- Customisable evaporating & condensing temperatures to improve operating efficiencies.
- 3 phase or single phase available for all classes.

Self-Cleaning Cassettes

Daikin’s round flow cassettes blend with interior décor as they are integrated into the ceiling with only the decoration panel visible. This decoration panel is the secret to increasing comfort levels and providing the perfect climate conditions as the various flaps can be individually opened and closed to ensure that the heating and cooling are directed to where they are needed.

The decoration panel also reduces maintenance as it conceals the auto cleaning function. This traps dust with a special filter that cleans itself once a day, and allows easy removal of the collected dust. The self-cleaning function can reduce energy

consumption by up to a half, when compared with other systems.

Intelligent control system

Developed by Daikin UK, the RTD 20 Retail Economiser monitors and controls air conditioning systems, allowing different temperature settings for trading hours or non-trading periods where staff are at work.

It adjusts depending on the comfort requirements of different parts of a store, such as main retail area, changing rooms, or till area. It also takes into account footfall and the external temperature to optimise internal conditions accordingly. The level of smart control offered can give real reductions in carbon footprint and running costs.

