



## SUCCESS STORY: BUDDERFLY HELPS JACKRABBIT JUMP INTO ENERGY SAVINGS

### THE CUSTOMER

Headquartered in Denver, Co., JackRabbit is a leading omni-channel specialty retailer focused on delivering products and solutions that serve the needs of the active and running community. To date, JackRabbit has more than 135 retail store locations that connect with people who are passionate about living an active lifestyle, carrying the latest premium fitness products and offering training programs and free fit analysis services.



### THE CHALLENGE

#### Cost-Effective Facility Modernization

JackRabbit set out to improve the lighting and environmental conditions within their store locations. However, the expenses and operational disruptions of installing and maintaining LED lighting quickly began to mount. Additionally, maintaining the HVAC systems at JackRabbit stores was stretching their budget to the breaking point, but the cost of replacing/upgrading these units was prohibitive, keeping the company stuck and struggling.

### THE SOLUTION

#### Effortless Energy Efficiency with Budderfly

JackRabbit acquired Olympia Sports in 2019 (including the 20 locations where Budderfly was already providing effortless energy efficiency). Based on the success and impressive results Budderfly had already achieved for Olympia Sports, JackRabbit chose Budderfly to create Energy Efficiency as a Service (EEaaS) solutions at JackRabbit's stores at no out-of-pocket expense.

Budderfly's no-risk solution model, technology, monitoring, and expertise have allowed JackRabbit to create a brighter, more comfortable shopping experience for their customers, ended their HVAC maintenance worries, and shrunk the company's carbon footprint.

“We saw the proof-of-concept and work Budderfly had completed with the Olympia Sports store locations, and it became apparent that having them replicate this for JackRabbit would give us one less management headache to deal with. With JackRabbit backed by private-equity firm CriticalPoint Capital, Budderfly presented a great alternative to spending investment money on up-front lighting and HVAC costs and instead, achieve energy savings on our own.”

- Timothy Styler  
Distribution, Procurement &  
Operational Solutions, JackRabbit

# IMPLEMENTATION

## LIGHTING UPGRADES

As of January 2021, Budderfly is providing solutions at 29 locations across the U.S. and plans to add approximately 50 additional locations by the end of 2021. The facility upgrades Budderfly has created include new HVAC chips, premium adjustable LED lighting systems, smart thermostats throughout each room of every location, and Variable Speed Fan Motors.



Before



After

## THE BENEFITS – Savings, Upgrades, and Going Green for Real

Budderfly not only supplies 100% of the capital investment for all of these upgrades, but also assumes the ongoing maintenance and monitoring services of equipment. By reducing overall electricity usage, Budderfly is also helping JackRabbit reduce their carbon footprint and gain important analytical insights.

Styler sums up his experience with Budderfly as a “great partner” as opposed to just a “client relationship” and that the company allows them to provide a more pleasant store experience to employees and customers—who are also excited about the JackRabbit’s reduced carbon footprint. The detailed analytics of energy usage and savings (included without charge as part of Budderfly’s EEaaS solution) will be used for CriticalPoint Capital presentations and marketing materials.

At no risk or expense to JackRabbit, Budderfly solutions:

- Saved over \$25K energy spend in 2020
- Avoided over \$400K in capital investments (~\$16.7K avg per location)
- Saved 583,740 kWh in 2020 alone

**Budderfly was able to do everything very quickly, with no disruptions to JackRabbit’s business.**

## TOO GOOD TO BE TRUE?

Budderfly’s revolutionary solution for JackRabbit might seem too good to be true, or that there must be some “catch” to the program. However, Budderfly’s industry-transforming model really does deliver a win-win—with both JackRabbit and Budderfly benefiting greatly from the collaboration.

Budderfly is able to finance and deliver all the benefits of JackRabbit’s upgrades and ongoing solutions (and to create their own profits) through the ability to generate unprecedented energy savings. The solutions implemented by Budderfly reduced the JackRabbit’s energy consumption dramatically. A portion of the money saved goes back to JackRabbit in the form of facility improvements and 24/7/365 monitoring and maintenance services, as well as long-term contracted savings.

Talk to one of our Account Executives today at 855.299.1334, or visit [budderfly.com](http://budderfly.com) to learn more.

