



**ASCO** Power Technologies™

## Case Study:

LIDL – 50+ US Supermarkets

[ascopower.com](http://ascopower.com)

Life Is On

**Schneider**  
Electric



## Case Study:

LIDL – 50+ US Supermarkets

### APPLICATION: COMMERCIAL

Power outages at supermarkets disrupt operation, aggravate customers and ruin inventory. When LIDL sought to open more than 50 new stores in the United States, it turned to ASCO Power Technologies and Schneider Electric for a robust and cost-effective back-up power solution.



### CUSTOMER NEEDS

With more than 10,000 locations worldwide, Lidl is no stranger to the supermarket business. To enter the US market, Lidl opened its first store in the Mid-Atlantic region in 2017. Lidl is on track to operate in 100-plus locations by the end of 2020.

To open 50 new stores, Lidl needed to build facilities quickly. To speed construction and optimize costs, Lidl sought a standardized design for backup power and electrical distribution that could be efficiently replicated. Key requirements included:

- A reliable backup power system that would reduce the impact of outages on the safe storage of perishable products, avoid ruined inventory, limit operational disruption, and preserve customer satisfaction.
- A standardized transfer switch and power distribution design from a provider with nation-wide sales and service support.

### ASCO SOLUTION

To standardize a solution that would reliably transfer loads between utility and generator sources, ASCO worked with DBHMS, the project's consulting engineering firm, then manufactured SERIES 300 Automatic Transfer Series per specification. Each 480-Volt, 800-Amp, UL 1008-Listed, Automatic Transfer Switch offered Open Transition operation, and was equipped with:

- a Multi-Schedule Engine Exerciser
- an ethernet connectivity module
- a digital power meter that logged voltage, frequency, current, power, energy and power factor
- Modbus communications
- a common alarm output function
- a 300-entry Event Log



Schneider Electric provided SquareD modular panelboards with transformer combination power centers for each Lidl facility. The pre-engineered solution reduced space requirements and provided power quality information for Lidl stores.

## Case Study:

LIDL – 50+ US Supermarkets

**ASCO** Power Technologies™

By minimizing required floorspace, the solution maximized space for store design without sacrificing performance.

LIDL utilizes ASCO's digital power meter and communications device to remotely monitor power consumption at their many retail stores. ASCO and Schneider each provided their equipment through Graybar, a leading electrical products distributor. The standardized solution could be obtained through a single purchase order to Graybar.

## ASCO DIFFERENTIATORS

- ASCO ATS and SquareD distribution equipment offered high reliability in a preconfigured solution that could be replicated at site-after-site
- ASCO, Schneider and Graybar could deliver and service the equipment nationwide
- ASCO and Schneider reputation for trusted performance

## SOLUTION FEEDBACK

“Working with Schneider was key as we gear up for increased store expansion in the US,” said Ziga Vovk, Construction Manager, Lidl. “They helped us create a custom prototype to meet our core need for saving space and standardizing costs for electrical equipment. Their approach was proactive and open, and Schneider was always willing to improve and deliver the best possible product for us.”

“I think the value for us was obviously ASCO's relationship with the consulting engineer, then engaging with Square-D, then engaging with us,” said Scott Kennedy of Graybar. “I think the communication at the outset, to work together to close the project and have intimate knowledge of what is going on when we were trying to get the project to close from all of those perspectives was invaluable.”

“As Lidl looks to expand operations in the US, store design is critical to their success. We provided a standardized solution that maximizes power quality and performance within a limited footprint,” said Michael Quinn, President, ASCO Power Technologies. “There was a high level of collaboration throughout the whole process and it continues to this day. Together, we are working to ensure Lidl receives the best solution for their needs.”





ASCO Power Technologies - Global Headquarters  
160 Park Avenue  
Florham Park, NJ 07932  
Tel: 800 800 ASCO

[www.ascopower.com](http://www.ascopower.com)  
[customer care@ascopower.com](mailto:customer care@ascopower.com)