

Jetty Advances Energy-efficiency Goals with Direct Install Program from SAVEGREEN® by New Jersey Natural Gas



[SAVEGREEN] enabled us to meet our energy-efficiency goals by replacing all of our HVAC units, as well as replacing every light in and outside of the distribution center.

Jeremy DeFillipis
Partner, CEO and Co-Founder



Challenge

The company faced difficulties operating efficiently at its 40,000-square-foot distribution center. Inefficient lighting impacted employee productivity, while existing HVAC equipment struggled to maintain consistent temperatures and comfort. Although energy upgrades were necessary, the company encountered barriers due to high upfront costs and increased interest rates.

Solution

To overcome these barriers, the company turned to SAVEGREEN's 0%* on-bill repayment and rebate programs, which made energy-efficiency upgrades more financially feasible and helped avoid costly project delays. As part of the initiative, existing lighting was retrofitted with high efficiency LED fixtures to enhance visibility across key work areas. The company also upgraded to high-efficiency HVAC systems to achieve more consistent heating and cooling throughout the facility.

Result

As a result of these upgrades, SAVEGREEN incentives helped minimize upfront project costs, allowing the company to redirect resources toward core operations. The lighting retrofits and HVAC improvements not only enhanced workplace quality of life and boosted employee productivity, but also improved overall operational efficiency and led to energy and cost savings. These outcomes provided measurable results that helped the organization meet B-Corp reporting requirements.



A Jersey-born Brand Rooted in Sustainability

At the start of its humble beginnings in 2003, Jetty Life (Jetty™) began with five friends working out of a local home. Since then, this homegrown brand has soared to great heights on an international scale. More than 20 years later, the company's Jersey roots have remained strong as has its commitment to sustainability — with energy-efficiency playing a part in helping maintain their eco-minded business practices.

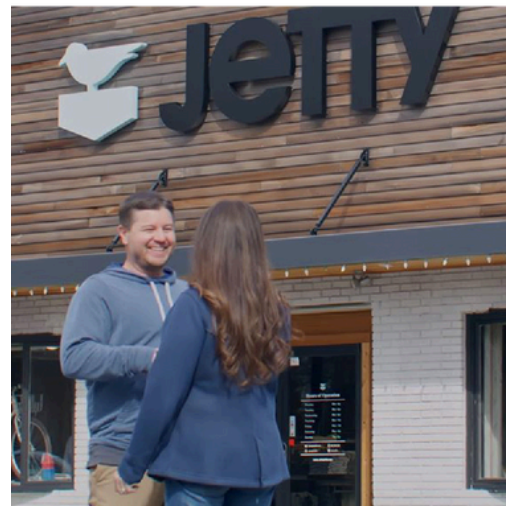
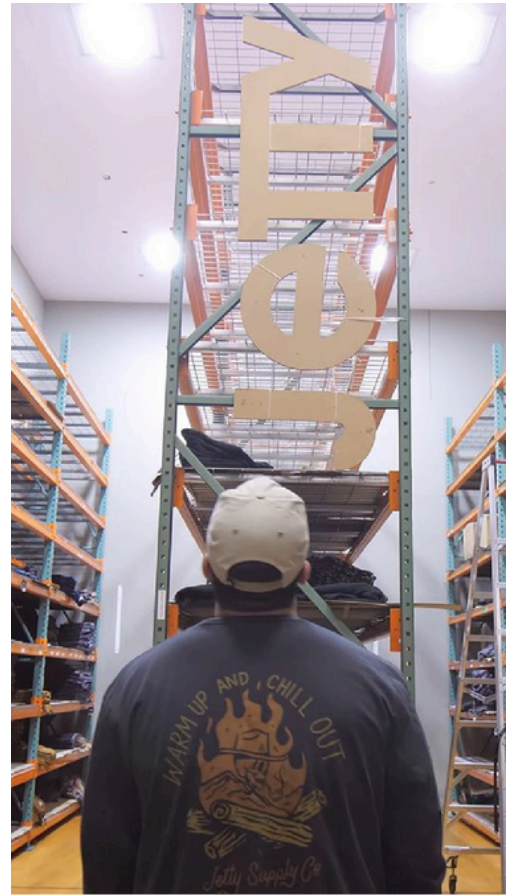
While Jetty Life is a familiar name to many, it is an eco-minded, coastal-lifestyle company with multiple divisions, including premium brand Jetty Apparel Co., screen-printing house Jetty Ink, Jetty Brewing Company, nonprofit Jetty Rock Foundation and Jetty Events.

To accommodate Jetty's continued growth, the company moved to its current distribution facility (formerly a gym) located in West Creek, N.J. The Jetty team recognized issues in the building that needed to be addressed — older, dim lighting and equipment — which were not an easy or inexpensive fix for the company. Fortunately, Jetty found a budget-friendly solution to address its warehouse needs with the Direct Install program from SAVEGREEN by New Jersey Natural Gas (NJNG).

The Project

The Jetty distribution center faced operational challenges. The poorly lit space made it difficult to inspect products for quality standards before going out to the company's flagship store in Manahawkin, N.J., retailers and online customers. To top it off, the HVAC system was aged and finicky, impacting employee comfort, explained JJ McKenna, director of Logistics at Jetty.

The NJNG SAVEGREEN Direct Install program helped make the much-needed improvements financially feasible — and in reach — for Jetty. This turnkey solution provides upfront incentives that help remove the cost constraints of implementing needed measures. The program is designed to help cut a facility's energy costs by replacing lighting, HVAC systems and other outdated operational equipment, including refrigeration, with energy-efficiency alternatives.



Meeting Sustainability Standards

Its commitment to sustainability, including energy efficiency, has been at the heart of Jetty. It is what helped them attain certification of a B Corporation (B Corp), which recognizes their efforts in meeting high standards of social and environmental performance, accountability and transparency. As a B Corp, Jetty is required to report its impacts and sustainability initiatives, and always looking for ways to make their business practices more eco-conscious. DeFilippis is glad the energy savings realized from the project will help the company continue meeting these requirements.

“We need to take advantage of great programs that improve our finances as well as our efficiencies,” he said. “As an eco-conscious company, we like to ensure that our values are reflected through our actions and how we operate,” McKenna added.

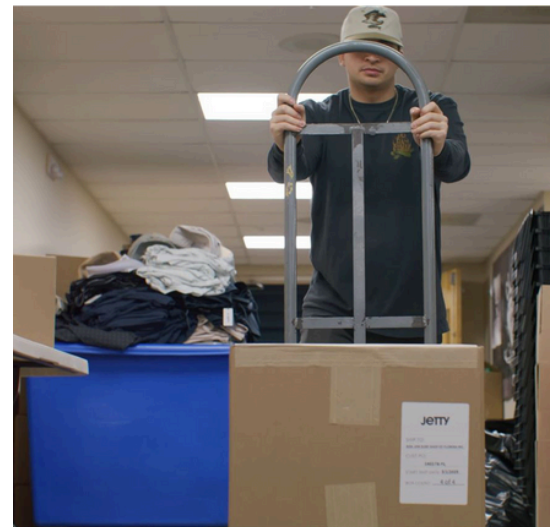
A Budget-Friendly Way to Boost Efficiency

In total, the measures implemented through Direct Install cost just under \$1 million. With SAVEGREEN incentives, Jetty saw nearly 80%* of this cost covered by rebates. Plus, the company funded the remaining balance at 0%* APR through SAVEGREEN’s OBRP – minimizing upfront expense and helping make the project even more affordable. With the OBRP, repayment is simple with the financed amount consolidated into consistent payments applied directly to Jetty’s monthly NJNG bills.

The incentives were the driving factor in helping make the project a reality for Jetty, DeFilippis noted. “With the size of our building and how quickly SAVEGREEN was able to turn everything around for us [so we could] make all these improvements ... it was something that we really couldn’t turn down,” McKenna added.

Collaborating with the NJNG Team

McKenna pointed out going through Direct Install helped them spot where they could use upgrades. He praised the SAVEGREEN team for helping them navigate the Direct Install program and noted the project didn’t result in any downtime that negatively impacted productivity or revenue. “Overall, the project experience was awesome,” he said. “To be able to see the difference it made for the building and employees, while boosting our energy efficiency was great.”



Immediate Results

With improved lighting and new high efficiency HVAC equipment in place, life at the Jetty distribution center is much better for the employees, the environment and the company's bottom line. "Making all these improvements immediately impacted our employees, boosting their quality of work and everyday quality of life," McKenna said.

Over the lifetime of the new measures and equipment, Jetty will save more than 172,980 therms and 3,226,260 kilowatts. This is equivalent to removing preventing the release of over 3,083 tons¹ of carbon dioxide into the atmosphere.

"The SAVEGREEN project enabled us to meet our energy-efficiency goals - we would have never done this project without SAVEGREEN [incentives] and the support of NJNG. It was a really wonderful experience," DeFillipis said.



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877-455-NJNG (6564)

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www.savegreen.com/contact-us

*Terms and conditions apply. All offers are subject to available funding. Incentive levels and retrofit cost incentive range from up to 70% to 80% based upon average annual kW/therm demand and the comprehensiveness of a project for natural gas and electric measures, for lighting, high-efficiency equipment upgrades and refrigeration. On-bill repayment (OBRP) 0% APR for eligible NJNG commercial customers for 100% of the first \$250,000 and 80% of the remaining balance of project costs. All loans are net of NJNG rebates. NJNG reserves the right, with approval of the State of New Jersey Board of Public Utilities, to terminate, modify, suspend or extend this program. NJNG incentives do not apply to new construction and are subject to available funding. Offer applies to qualifying equipment purchased and installed by June 30, 2027. Visit savegreen.com/businesses/direct-install for rebates and on-bill repayment (OBRP) terms and conditions.

¹Source: www.epa.gov/energy/greenhouse-gas-equivalencies-calculator