

This presentation premiered at WaterSmart Innovations

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Sticky Fingers!

Or....

Getting Pre-Rinse Spray Valves Into Working Commercial Kitchens



←Old.....New! →

←\$\$\$\$\$.....\$\$→



Frank Kinder
Sr. Conservation Specialist
719-668-3818 FKINDER@CSU.ORG

ICI: Commercial Conservation: Pre-Rinse Spray Valves (PRSV): Active, Direct Distribution=Customer education=Shared Savings.

**Old Nozzles:
Typically
T&S Models**



Nozzle Hose



**Nozzle
Spraying**



**New Nozzles: Bricor,
Niagara, T&S Brass**



Target: Commercial kitchens in restaurants, hotels, grocers, cafeterias, etc.

Used in: Dish pit to pre-clean dishes before dishwasher

Older models: 1.6 -5.0 gallons per minute (GPM); daily use often 10+ hours per day

Older models: Slower, costlier, leaky, declining performance

Newer models: Faster, better, cheaper to use, proven in FISHNICK.COM tests!

New Technology: High pressure vs. high volume = less use; better results

Merits: *Combined* energy and water savings, average five-year life span

Value: Low-cost, high-return retrofit item; number one water user in kitchen!

Simplicity: Ease of use, staff familiarity, quick to change out, trusted results.

ROI: Product cost (\$40 to \$80), annual savings (\$768 to \$900 total on utilities)!

Issue: 500+ PRSV to provide...

Current: Voluntary pick-up not working—perceive value, other? (Free!)

Messaging: Web, business users group, meetings, email, CRA, peer to peer.

Customer challenge: Time

Option 1: **Contract install.** Single solution.

Contractors? \$200 per PRSV!

Wow! Yikes! Too expensive! Bad ROI

Option 2: **We'll install.** Multiple solutions—contact, survey, installation, other program promotion, and goodwill

Decision: OK! Let's do it! Off we go! 😊



BENEFITS:

Them: Combined labor and utility savings = higher productivity!

You: Guaranteed water savings



Use the right people....

Personality Type: Extrovert-OK with new people and places.

Health: These are heavy! In the field! It's hard work. Be ready.

Handy: You may be involved with installing them; be OK with tools!

Energetic: Have a goal per day to get done, and be fearless!

Persistence: Don't take NO for an answer....but don't waste your time.

Open Minded: Meet new folks, see LOTS of NEW places.

Have fun!: Rewarding customer engagement, unique experience!



Food service industry constraints:

Not enough time

Information overload Limited money Unaware of new technology

Location: dispersed; 1-8 per property....max! This will take time!

Access challenges:

Owners, managers, employees, busy hours.....



Translation: Buy what they've always bought....use exact same model.

Goal: You are modifying their business, you have to win them over, quickly!

Customer Empathy & Actions

Appointments rarely work. Go when they're not busy; carry everything!

Smile! These folks may be busy, tired, overwhelmed, and not interested!

Introduction format: "I'm a utility employee with free products for your kitchen."

"Hi": Show ID, then ask for owner/manager/decision maker—go to the top!

State value immediately: "It's no cost to you, and saves you \$700-900 per year."

Materials: Show them a flier with your logo, the savings, details, and pictures.

Set expectations: "I need 15 minutes, let's do it now, quick survey, that's it."

Create inclusiveness: "We're doing this for all commercial kitchens"....make it seem official, approved, and the right thing to do, though not mandatory....

Provide choice: We offered four models to suit *their* needs. They have a role in the change, creating ownership and buy-in. They have to approve it, with no risk!

Viability: They'll ask if it works. Use simple terms. "Old style = shower. New style = concentrated, harder spray with *more pressure.*" ← *Important!*

Act: Then offer to *demonstrate the product in their kitchen...this is the fun part!*

Sticky Fingers

Know this: Commercial kitchens can be gross, dirty, smelly, greasy, and crowded. Get used to it!

Meet People: The kitchen dishwashers are your new best friends! They often decide!

You will get dirty. Water and grime is everywhere. It might be very hot in the kitchen!

Be urgent. Have them lead you straight to the dish pit. It will probably be very dirty.

Demo: Try their old sprayer. You can determine how much it uses by the spray. **See below:**

Inform : Tell them how much it uses; reiterate the savings to be achieved.

Inquire: Ask them what they clean: big or little stuff?

Show: Offer to show each spray type.

Ask : permission and get help to change out.

Try: Have them try the nozzles to see them work.

Clean: Show them yourself; grab a plate and spray!

Decide, Complete: Have them decide which they want.

Offer: to do the others, if there are more.

Finish: Keep the old, complete the survey—done!

REMEMBER, THIS IS ABOUT THEM!



1.6 gpm

2.6 gpm

4.5 gpm

Pre-Rinse Spray Nozzle Retrofit Program For Commercial Kitchens and Restaurants

Save Money! Save Energy! Save Water! Save Time!

OUR FLIER:



Many existing pre-rinse spray valves have flow rates of 1.5 to 5.0 Gallons Per Minute (gpm), so the Pre-Rinse Spray Nozzle Retrofit Pilot Program represents a significant savings opportunity. Increased water efficiency also correlates to **direct savings** in energy by reducing the amount of water that needs to be heated. Reducing time and consumption is increasingly important to customers as the energy, water, and wastewater prices increase.

This program is offered to restaurants, hotels, schools and commercial customers who utilize existing pre-rinse spray nozzles within the Colorado Springs Utilities water service territory. Over 250 are already in use with fantastic results. It's an easy upgrade!

Colorado Springs Utilities will provide a **FREE** pre-rinse spray nozzle per pre-rinse unit for each commercial customer. They are quick and easy to install and work great!

Unit Name	Average Water Flow (gpm)	Average Cleanability (Seconds)	Consumption per Use (Gallons)	Estimated Annual Savings from Retrofit (\$)
Niagara – N2180	1.28	17.00	0.3627	\$ 768
T&S Equip 5SV-C	1.14	22.59	0.4292	\$ 708
Bricor – B094 PRV	0.91	18.71	0.2838	\$ 839
Bricor – B064 PRV	0.65	20.55	0.2226	\$ 894

Data based on replaced unit flow rate of 2.5 gpm with cleanability of 18 seconds; 325 days of use per year; 2009 water, wastewater, and gas rates. Yours might not be functioning correctly and wasting even more money! We perform a short survey at the time of installation to help us quantify the savings and find efficiency opportunities.

A limited number of pre-rinse spray nozzles are available. Contact Program Manager **Frank Kinder** (w) 668-3818 Email: fkinder@csu.org. Mail: Colorado Springs Utilities Attn: Frank Kinder 2855 Mesa Road, MC 1300 Colorado Springs, CO 80904

Additional rebates are available: We have many ways to save you Money, Water, and Energy:

Colorado Springs Utilities has residential *and* business rebates for indoor and outdoor applications:
See <http://www.csu.org/business/rebates> for details

Indoor Retrofits include:

[Restroom Rebates](#) –Up to \$125 per WaterSense certified toilet or urinal that saves 20% water usage!

[Lighting Rebates](#) – T12 ->T8 conversions, etc.

[Peak Demand Rebate](#) –energy load shifting program

[Prescriptive Rebates](#) –replacing motors, belts, cooling

[Renewable Energy Rebates](#) –solar power rebates

[Window Rebates](#) for highly efficient windows.

Outdoors: Smart Landscape Irrigation Controllers

We offer business customers a rebate of up to \$400 toward the cost of purchasing an approved [Weather-based \(Smart\) Irrigation Controller](#) for new or existing commercial landscapes. Water only when you need to!

The State of Colorado may have additional rebates too:

Go to www.rechargecolorado.com for complete details.

(Fit your information to encourage them to continue with conservation.....)

PRVS Models we chose:

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Purpose: Range of options to suit different needs!

Different cleaning styles based upon spray pattern: narrow to wide.

Pick savings capability!

Choice is important!

Validate savings claims and show engineering results. (looks official)

PRE-RINSE SPRAY VALVES

- *Lowest Energy User - 1.15 GPM @ 60 PSI*
- *Cleans Faster - Test Proven*
- *Engineered to Last - No "O" Rings to Leak*
- *Interchangeable - Fits ALL Brands*



APPROACH

Uniform: Look the part- be official with overkill:

Hat, shirt, jacket, badge, bag, car, cards, fliers, surveys, tools

Respectful of business: 9am-11am- before lunch; 2pm-5pm- after lunch, before dinner

Smile, be clean, nice, courteous, and *listen!*

Have your speech down: you are selling an idea, even if the product is *free!* 😊

SPECIFIC TARGETS:

Grocers, Fast Food, Franchisees; ex: Subway

Grocers and Chains: Regional decision makers

Actions: Get blanket approval, know names, instant access, know location and uses.

Indicate prior approval, but emphasize choice is theirs,

Gain their access and ownership

Using authority is OK.

“I’m not the HEALTH DEPARTMENT, and I’m not going to inspect you”

“Can you fix this?” – “NO” 😊

“Please wear this hair net”

“Would you like a sandwich...?” – “Maybe”

“How far does it spray? That’s all I care about....”

“Please wear this hat”

Faucets are often broken, and Spanish is often helpful.

The savings you provide may be eclipsed by leaks.

People are thankful and appreciative.

WHY STICKY FINGERS?

Because this is real work- it is slippery, hot, greasy,
dirty and grimy.

These things get used HOURS every day.

They are covered with food.

*Some places you may not want to return as a
customer 😊*

You will have a great time meeting people.

*You might make a huge difference in someone's life
with this simple device.*





CUSTOMER RESULTS:

- Almost no returns or complaints 😊
- Enhanced relationships; enduring goodwill 😊
- Sustained impact: Educated owners and managers buy models again- tools to achieve additional profitability \$\$!
- Buy-in on conservation and hopefully continue with other measures and rebates
- Some owners/franchisees shared this nation-wide
- Example: Waffle House owner- “We wore out ours, got new “old” style from corporate, came asking for more!” 😊

Our 2011 WCP Results:

Commercial Retrofit Programs: Pre-Rinse Spray Valve Retrofits

YTD Actual Participation: 362

YTD Product Expenditures (\$): \$18,000 (362 x \$50 (ave.))

YTD Estimated Savings (gallons): 20,490,286—1/3 of savings goal!

JD Power Business Customer Surveys: Off-the-charts satisfaction!!

7.25 out of 6.0. No, really!

Additional Collaborations:

Partnering with EPA on WaterSense label for PRSV:

Committee F26 on FOOD SERVICE EQUIPMENT

EPA Pre-Rinse Spray Valve Criteria Proposal

F2324-03 (2012)

Standard Test Method for Pre-Rinse Spray Valves



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