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Case Study – Listrak Corporate Headquarters

EDUCATION / HEALTH CARE / LODGING / GOVERNMENT / OFFICE BUILDING / RETAIL / SPECIAL



Carrier Bundled Solution Provides Efficiency, Comfort and Control for Listrak Headquarters

OBJECTIVES:

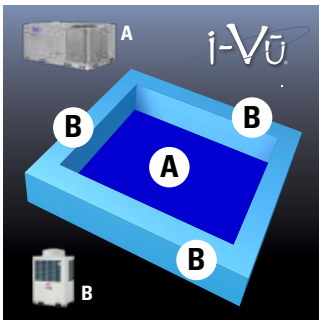
Listrak — a company which provides its clients with eMail marketing, digital advertising and systems that recommend items to e-commerce customers based on what they've bought — was building a new 90,000 ft² world headquarters in Lititz, Pennsylvania. Listrak management and their mechanical contractor, Haller Enterprises, a certified Carrier Controls Expert contractor, selected Carrier to design a bundled equipment and controls solution that would provide centralized comfort control for the large, common work areas and individualized cooling and heating for their peripheral offices. Additionally, it would require reliable, high-efficiency equipment, quiet operation to promote a comfortable work atmosphere and ease of use for Listrak employees.

SOLUTION:

To meet the comfort needs of Listrak's large, open work spaces, Carrier distributor Peirce Phelps recommended a system composed of 21 Carrier WeatherMaker[®] 48TC rooftop units. For the peripheral offices, 13 Toshiba Carrier variable refrigerant flow (VRF) units with in-office space sensors and control units with pre-set parameters were specified.

All units were equipped with Carrier i-Vu[®] controls and integrated into the central i-Vu building automation system, which allow facilities staff to view equipment performance and alerts, and modify system parameters from any internet-enabled device.

Bundled Equipment with Integrated i-Vu[®] Controls Deliver Full Building Comfort



Carrier WeatherMaker[®] 48TC rooftop units meet the comfort needs of the large, open work spaces (A), while Toshiba Carrier VRF units with in-office space sensors deliver comfort to peripheral offices (B).



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SYNOPSIS:

When the senior management at Listrak began to design their new world headquarters in Lititz, Pennsylvania, to house the growing company in a single facility, they wanted a turnkey solution to a complex heating, ventilating and air conditioning (HVAC) need — centralized comfort control for the large, shared work areas that drive the company's creative work culture, but individualized control of cooling and heating for their peripheral offices in the proposed 90,000 ft² building. They also wanted HVAC equipment that operated quietly, to promote a comfortable work atmosphere. Finally, the company expected to benefit from the high-efficiency equipment available today to provide the lowest cost of cooling. In short, management sought a plug-and-play system that provided reliability, ease of maintenance, and ease of use for Listrak employees.

Listrak management and Haller Enterprises, a certified Carrier Controls Expert contractor, approached Carrier distributor Peirce Phelps for a bundled solution to the company's HVAC requirements. Peirce Phelps recommended a system composed of 21 Carrier WeatherMaker[®] 48TC rooftop units to provide quiet, high-efficiency comfort to the large common work spaces and 13 Toshiba Carrier VRF units to provide individualized climate control in the peripheral offices.

While the WeatherMaker rooftop unit is well known for high efficiency and reliability, the Toshiba Carrier units operate efficiently under a wide range of conditions, have a small installation footprint and make them suitable for challenging applications. The Toshiba Carrier system combines an outdoor unit with multiple indoor units with individual controls, so that one unit can serve multiple office spaces according to their inhabitants' needs. With an ambient cooling temperature range of 14°F to 122°F, an installation footprint 13 percent smaller than comparable units, and the ability to connect up to 64 indoor units to one triple-module outdoor unit, they provide a level of flexibility and efficiency that makes them suitable for new construction or retrofit projects with physical space or operating condition challenges.

The peripheral offices at the Listrak headquarters feature space sensors and control units allowing employees to adjust conditions according to their own comfort with pre-prescribed operating parameters. All HVAC units at Listrak are equipped with Carrier i-Vu[®] controls, and are integrated into the central i-Vu building automation system. This allows the staff to view equipment performance and alerts, and modify system parameters from any internet-enabled device.

Ken Walton, Vice President for Commercial Sales and Design at Haller Enterprises, said, "We considered standard split systems with zone dampers for the Listrak facility, but the Toshiba Carrier systems provided a commonsense approach to the individual needs and unpredictable scheduling of the peripheral offices and meeting rooms, as well as being an economical solution. The i-Vu building automation system provides visibility on the rooftops units and on every part of the 13 VRF systems, down to individual fan coil units. We have not had to do any tweaks since installation. The package was an effective bundled solution."

"We have not had to do any tweaks since installation. The package was an effective bundled solution."

Ken Walton, Vice President for
Commercial Sales and Design,
Haller Enterprises

Project Summary

Location: Lititz, PA

Project Type: New construction

Building Size: 90,000 ft²

Built: 2017

Facility Usage: Corporate headquarters

Objectives: High-efficiency, reliable comfort cooling and heating with quiet operation for

central work areas and individual control for peripheral offices

Equipment: 21 Carrier WeatherMaker[®] 48TC rooftop units, 13 Toshiba Carrier VRF systems

Controls: Carrier i-Vu[®] controls and i-Vu Building Automation System

Total Cooling Tons: 243

Major Decision Drivers: Quiet, high efficiency and reliable performance in central work areas and individualized control in peripheral offices

Unique Features: Bundled solution provided turnkey system with excellent ease of use for Listrak employees.

Installation Date: 2017

For more information, contact your nearest Carrier Representative, call 1.800.CARRIER or visit our web site at carrier.com/commercial