

# Delivering Performance by Conserve: PUMA Showroom, Bangalore



## The Client

PUMA, a leading global casualwear and sportswear brand, is committed to sustainability as a part of its corporate philosophy. PUMA wanted to build a showroom which is 'beyond green' and aspired for a Net Zero Energy Showroom.

## The Challenge

This ambitious target was coupled with the universal rule of a retailer ensuring comfort of shoppers with no compromise on the global standards of store atmosphere, air quality, ambience, lighting level, thermal comfort, etc., within limited space leveraging innovation.

## The Solution

- Air-conditioners and heaters replaced by Earth Air Tunnel (EAT) system which provided Thermal Comfort with less energy consumption.
- Conventional re-circulating method replaced by 100% fresh air system for odour-free improved consumer experience

- Completely natural daylighting provided during the day with zero glare
- Integration of Solar PV Panels done uniquely for use of Renewable Energy.

## **The Benefits**

- Net Zero Energy showroom status achieved without using power from the grid.
- Thermal Comfort of 28°C against 36°C in summer, and 22°C against 14°C in winter achieved without the use of air-conditioners or heaters.
- 4 times lesser CO level achieved than conventional air-conditioned space.