



# CASE STUDY

**A RETAIL POWER MIRACLE: KEEPING HOLIDAY SHOPPING BRIGHT  
WITH TRYSTAR'S TURNKEY, INTEGRATED POWER SYSTEM**

## BACKGROUND

Retail environments rely on robust power infrastructure to support essential operations such as lighting, climate control, security, and point-of-sale systems. Any downtime can disrupt transactions, impact the customer experience, and weaken brand trust. Maintaining operational resilience during high-traffic periods is essential to sustaining revenue and customer loyalty.

Business continuity is critical—especially during the holiday season, when sales peak and foot traffic surges. Flagship stores, often seen as brand landmarks, serve as major revenue drivers, drawing regional and international shoppers. Any disruption—whether from renovations, power outages, or supply chain issues—can lead to significant financial losses and impact surrounding businesses.

According to the National Retail Federation (NRF), the holiday shopping season, spanning November and December, accounts for nearly 19% of total annual retail sales on average, with some retailers seeing an even greater share. Furthermore, according to Visa, for 2024 retail spend, 77% of total payment volume was in store versus 23% online, showing that the in-store experience remains just as important as ever (if not more!) for the consumer.

## THE CHALLENGE

With its flagship store under renovation, a major retailer needed a temporary shopping space that could function just like the original store. They needed consistent, highcapacity power for daily operations while maintaining backup power readiness in case of outages. The solution had to integrate existing utility power with a permanent installed distribution system and a backup generator connection, ensuring reliability, efficiency, and seamless operations throughout the multi-year renovation.

## KEY OUTCOME

**\$ 15 - 20M**

**Revenue captured by powering temporary shopping experience during 2-year renovation period**

## SOLUTION & BENEFITS

Trystar partnered with an electrical contractor based in York, Maine, to develop a reliable, scalable, and efficient power solution for the retailer's 27,000-square-foot temporary shopping tent. This included

### Custom 891 Switchboard

- The custom NEMA 3R switchboard distributed power to equipment such as the HVAC system, cash registers and lighting used throughout the temporary storefront.

### DBDS-1 Docking Station

- The DBDS-1 connected to a portable generator for use as emergency back-up power to the entire structure should there be a loss in utility power.

### Portable Power Distribution Panel

- The Potable Power Distribution Panel facilitated the separation and distribution of auxiliary loads to optimize power usage across the tented retail space.

### Portable Power Cable

- The cables ran from the switchboard to temporary HVAC units and power distribution panel to distribute power between equipment.



*Figure 1: 27,000-square-foot temporary shopping tent*



*Figure 2: Trystar's integrated solution in action*

Trystar's power solution didn't just help the retailer's operations but also other small businesses surrounding the retailer, thus helping the town's economy & local community. A holiday power miracle indeed!