

# Cascades

## CASE STUDY



### Client Overview



**Client:**  
Cascades

**Location:**  
Kingsey Falls, Quebec  
(Company Headquarters)

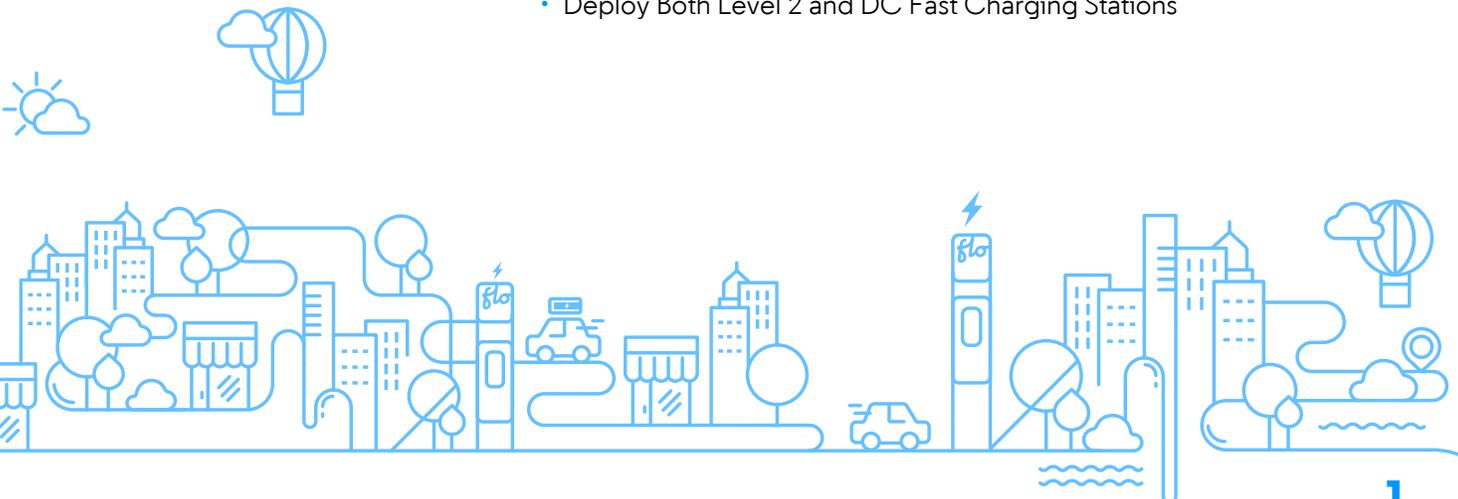
**Segment:**  
Workplace

**Website:**  
[www.cascades.com](http://www.cascades.com)

**Employees:**  
11,000

### Project Goals

- Accelerate EV adoption among company employees
- Full access to usage and analytics suite
- Source locally produced stations capable of withstanding the Canadian winter
- Deploy Both Level 2 and DC Fast Charging Stations



## **Analytics & Insights\***

**Total sessions:**

15,764

**Total hours charging:**

47,709

**CO<sub>2</sub> gross savings (kg):**

49,931

**Total gas savings (L):**

21,615

\*To 01/02/2020

As a company who is dedicated to developing packaging, tissue products and hygiene solutions developed from recycled fibers, Cascades has made sustainability central to their business model; similarly, by deploying an extensive electric vehicle (EV) charging network at their head office in Kingsey Falls, Quebec, and offering a \$2,000 EV purchase incentive to employees, they have shown that their commitment to sustainability extends to their corporate ethos as well.

In keeping with their commitment to decreasing the company's environmental footprint, Cascades has committed to ambitious targets in corporate greenhouse gas emissions; so when an employee of the company requested the installation of charging services at work, they moved quickly to strategize on how to satisfy this request while ensuring the installed charging solution worked in accordance with their aggressive sustainability goals.

Cascades initial research illustrated that installing EV charging provides a tangible workplace amenity that improves employee satisfaction. Cascades cares deeply about the happiness of their employees, as exhibited by their average employee tenure of over twelve years, and this was a key factor in their decision to proceed with their charging deployment. The eventual decision to deploy a DC Fast Charging station and provide **free charging** to local EV drivers further illustrates that Cascades is a company that has gone above and beyond expectations in their efforts to further the transition to a more sustainable form of transportation.

Further to this idea, Cascades offers employees a \$2,000 credit towards the purchase of an electric vehicle, so developing a charging solution that was scalable, future-proof and could grow with the demand for charging services was immensely important to them. Their procurement research revealed that they would require multi-port stations that were durable and optimized for the cold weather that is consistent with winters in Quebec, and that they would require software solutions that gave them access to detailed analytics and power management technologies to allow for continued monitoring and optimization. After a thorough procurement process, Cascades chose to work with FLO | AddEnergie, a North American leader in smart charging solutions and a fellow Quebecois corporation.

After identifying FLO as the partner for their EV charging program, Cascades communicated that they wished to utilize the existing electrical infrastructure at their head office, as this would help keep installation costs low. As charging specialists who tailor solutions to the needs of their clients, FLO developed a charging solution that featured 22 Level 2 CoRe+™ Stations with added cable management and 1 SmartDC™ Fast Charging Station, all powered through the existing electrical



*“We wanted a product that can help us gather data on the use of the charging station, that’s why we opted for the FLO solution. I have to say we’re very satisfied with the service we’ve received.”*

**Hugo D’Amours,**  
Vice-President,  
Communications, Public Affairs  
and Sustainability, Cascades

infrastructure of the building. The added cable management feature was essential in keeping the stations tidy, visible and protected from the elements during winter. All stations came equipped with network functionality and FLO’s **PowerLimiting™**<sup>(1)</sup> and **PowerSharing™**<sup>(2)</sup> technologies, which allow Cascades to schedule power limits around peak usage and allows the stations to communicate and share electrical demands with their office’s building management system.

Installation of the Cascades charging deployment was completed in 2017 by FLO’s team of technical experts, with assistance from our partners at Lumen and Desdowd. Employees were encouraged to join the FLO Network upon the installation of the stations, which would allow them to access the stations on-site and at some 55,000 charging ports across North America.

Cascades EV charging program has been a great success with employees and drove EV adoption within the company. In just three months after installing the chargers, the number of Kingsey Falls employees driving EVs rose from two to twenty and continues to increase. In 2019, Cascades installed 14 more CoRe+ charging stations to accommodate the increased demand for charging services at their headquarters.

Beyond the environmental benefits and the increased employee satisfaction, Cascades also received significant positive media coverage for their deployment of workplace charging stations and re-affirmed their position as a North American leader in sustainability. Given the success of their EV charging program and their partnership with FLO, the company has announced plans to deploy charging stations at all their offices in both Canada and the United states.

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<sup>1</sup> U.S. Pat. No. 10,197,976

<sup>2</sup> U.S. Pat. No. 9,927,778

