

East Side Self Storage Goes Geothermal

East Side Self Storage (ESSS) is a Winnipeg company using alternative energy and conservation measures to save costs, reduce greenhouse gas emissions, build its customer base and help the environment.

The Geothermal Choice

While constructing a new facility, ESSS considered installing a natural gas heating system. Then, the owners became aware of Manitoba Hydro's Power Smart rebate on the installation of geothermal heating and cooling systems. ESSS discovered that, in addition to the attractive rebate, geothermal heating and cooling was economically competitive, offered a stable price that would not fluctuate like natural gas rates and would allow the company to promote itself as an environmentally friendly facility.

Positive Changes, Positive Results

The change to geothermal was a positive one that resulted in decreased operating costs. While short-term capital costs were slightly higher than a natural gas heating system, ESSS estimates a payback period will be achieved through energy savings over seven-to-12 years. Plus, each time natural gas prices rise, its payback period gets shorter and shorter.

Pay the Same to be Green

The company's environmentally friendly fuel choice gives it a competitive edge in Winnipeg's self storage marketplace. In addition, ESSS employs motion sensor lighting and photocell lights to reduce costs and conserve energy. The company is proud to have made these changes without having to increase its prices. As president Jared Niessen stated: "Pay the same to be green. Why not?" To promote its green strategies, ESSS published an e-newsletter on its website and produced a video in partnership with Manitoba Hydro. The company has also been profiled in industry publications and received television coverage for its efforts.

Environmentally Friendly Storage

ESSS has done its part to minimize its environmental footprint and has earned its title as Winnipeg's only self storage facility with geothermal heating. For more information visit

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