

Case Study – Sinclair Hotel – Global Innovator in Energy Storage Systems Technology for the Hospitality Industry

Located in downtown Ft. Worth, Texas, the historic Sinclair Hotel, a property under Marriott's Autograph Collection, has morphed into a 21st Century standard-bearer of energy and sustainability best practices. Thanks to the vision of its owner, Farukh Aslam, and a unique partnership with LG Electronics, the hotel has become a model for the global hotel industry, one that redefines the luxury hotel experience through a commitment to sustainability. Opened in the late 1920's, the Sinclair once stood as a symbol of the Texas Oil Boom, but over 90 years later, has evolved into one of the most energy efficient hotels in the world.

CHALLENGE

Under Aslam's ownership, The Sinclair's mission is to create an unforgettable luxury experience for guests. Forward-thinking Aslam made Power Over Ethernet a priority and was working with LG Electronics on HVAC and OLED TVs as contributors to the overall guest experience. His engagement with LG Electronics expanded with a focus on energy storage systems (ESS).

According to [The International Code Council](#), as required by law, all high-rise buildings in the United States must have a form of emergency backup power. When Aslam first purchased the Sinclair, it was an office building and did not have a source of emergency backup power generation.

Upon transforming the Sinclair Building into a hotel, a diesel generator was originally proposed for emergency backup power.

"Diesel generators are noisy, can be unreliable in emergency situations, turn off after a short period of time, pollute with CO² gas emissions, and use finite fossil fuels," said Aslam.

Adding to Aslam's concerns, the proposed diesel generator would be located next to one of the hotel's dining facilities, which threatened to diminish the dining experience for guests and create a potentially hazardous situation in the event of an emergency. To install a sustainable alternative, Aslam needed a solution that would fulfill both regulatory and Marriott requirements. At the time, electric vehicle battery systems were not being installed within buildings. While Aslam was aware of ESS, no existing solution was powerful enough to supply the required needs for emergency backup.

OPPORTUNITY

"When I saw the spec for a diesel generator in the basement, I questioned why hoteliers still rely on fossil fuels for backup power generation," said Aslam. Why not consider a battery-based ESS, he wondered, noting the many constant improvements that occur in daily life whereas commercial solutions lag. He approached LG Electronics and together they worked out a solution.

SOLUTION

LG Electronics Energy Storage Systems, a business division under the LG Electronics USA umbrella, conducted an analysis and ultimately determined that an energy storage system would be the best solution, and was possible to install at The Sinclair. Aslam provided proof to the City of Ft. Worth, to Marriott, and with UL approval was cleared to install it.

The first LG ESS outside of South Korea was shipped to Ft. Worth in early 2019, and after a successful installation, The Sinclair is now home to the world's first UL924 lithium-ion ESS to back up all emergency systems at the hotel, including lighting, elevators, and stairway pressurization. The Sinclair also is home to a cutting-edge DC microgrid, and Aslam and LG ESS continue to evolve and improve the ecosystem that has been created and implemented.

"Working on this project from day one was an exciting and eye-opening experience" said Ruben Willmarth, Senior Sales Engineer of LG Electronics Energy Storage Systems commercial division. "It was a thrill working on the first energy storage system to be installed within a hotel in the United States."

Says Aslam: "In my book, generators are gone; they're history." His next venture? A net zero hotel brand.

RESULTS

Since installing LG's energy storage system, the Sinclair Hotel has become the hallmark of sustainability and innovation in the hospitality industry.

Word of Aslam's installations has spread, and The Sinclair has become a public exhibit of a sustainable hotel operation, an inspiration to other hotel owners and operators.

A hotel located in New Haven, CT, is using The Sinclair and LG Electronics Energy Storage Systems teams as trusted advisors in their own ESS installations. While most hotels still rely on fossil fuels or the grid for backup power generation, the future is on display in Ft. Worth, New Haven, and a growing number of other hotel locations around the country.

For more information, please visit [LG Electronics Energy Storage Systems](#).

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