



PPL CENTER

CASE STUDY



OVERVIEW

Located in Allentown, Pennsylvania, **PPL Center** is a premier sports and entertainment arena. **Draught Guard** was implemented to improve the quality and sustainability of the arena's draught beer operations.

Over a 12-week period, line cleanliness was regularly monitored using ATP and dip slide testing to compare Draught Guard's performance to the previous line cleaning regimen. The results revealed significant improvements in line cleanliness, ensuring the highest draught quality for patrons while significantly reducing product loss.



SYSTEM SPECIFICATIONS

DRAUGHT SYSTEM DETAILS	FIGURES
Total Number of Beer Lines	80
Total Linear Feet of Beer Line	16,990 ft
Longest System Length (keg to tap)	325 ft

The arena boasts long line runs, stretching up to 325ft in length. Draught systems require routine maintenance and labor to maintain cleanliness. With regular chemical line cleaning, high volumes of product are flushed down the drain.



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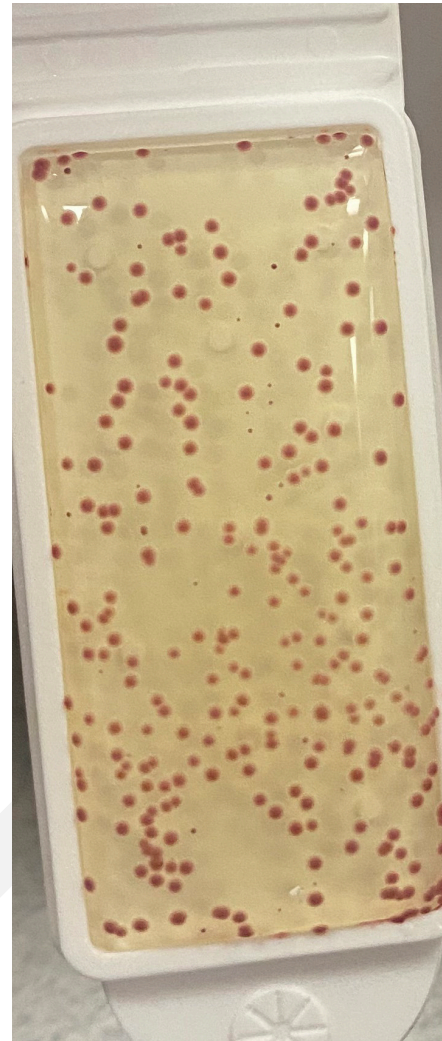
BEFORE DRAUGHT GUARD

Before implementing Draught Guard, PPL Center followed a standard monthly cleaning schedule. While relatively effective for sanitation, this method led to considerable waste.

METRIC	AMOUNT
Cleaning Frequency	12 times/yr
Annual Beer Waste	164,790 oz
Annual Product Loss	\$15,117

The repeated flushing of product from the lines during cleaning cycles translated into **thousands of dollars in losses and diminished sustainability**. Furthermore, with nothing to protect the lines between monthly cleanings, the product served on tap remained vulnerable to contamination.

ATP testing and dip slides were utilized to track biological activity within the beer lines. Control ATP samples in Week 0 registered at 1050.72 RLU, while dip slides also showed moderately high levels of bacteria and yeast.





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WITH DRAUGHT GUARD

After 12 weeks of Draught Guard treatment with no chemicals flushed through the system, ATP sampling revealed an average of just 176.83 RLU. This represents over an 83% reduction in bacteria counts compared to the previous chemical cleaning protocol. Dip slides also confirmed a significant reduction of bacteria and yeast within the lines.

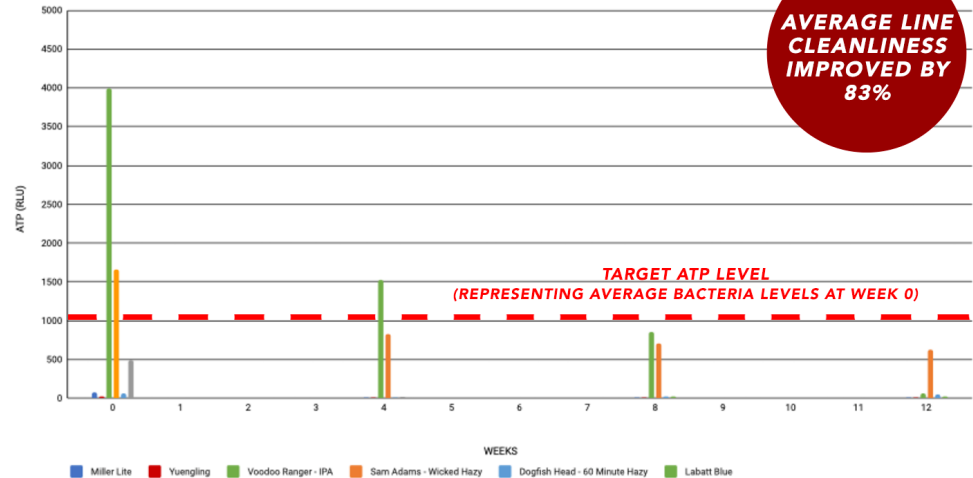
METRIC	AMOUNT
Cleaning Frequency	4 times/yr (Quarterly)
Annual Beer Saved	109,860 oz
Annual Savings	\$10,078

As these results portray, large venues like PPL Center can depend on Draught Guard as a proven means to improve quality, minimize waste, and ensure the perfect pour.

Draught Guard's integration at PPL Center demonstrates how smart technology can modernize beer line maintenance, improve quality standards, and deliver measurable financial and environmental benefits for all parties. As venues look to optimize their beverage operations, Draught Guard offers a clear and proven path forward.

Implementing Draught Guard empowers the maintenance team to reduce line cleaning frequency to just once per quarter. This new draught maintenance protocol improved draught quality while significantly reducing waste.

Draught Guard 12-Week Pilot
PPL Center | Oak View Group





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SAVINGS OVERVIEW

BEFORE DRAUGHT GUARD

WITH DRAUGHT GUARD

CLEANING FREQUENCY

12 CLEANINGS

4 CLEANINGS

BEER WASTE

164,790 OZ WASTED

54,930 OZ WASTED

✓ 109,860 OZ SAVED ANNUALLY

COSTS

\$15,117 SPENT/YR

\$5,039 SPENT/YR

✓ \$10,078 SAVED ANNUALLY

FINAL RESULTS

✓ Product waste reduced by 66.7%

✓ Annual cleaning-related savings: \$10,078 saved

✓ Cleanings reduced by 67%

DATA
DOESN'T LIE.