



# LED Done Right™



Dan Mangless, owner of the Gandrud Automotive Group in Green Bay, Wisconsin, knew it was time to upgrade his exterior lighting. Two of his goals were simple: get the best light for the right price. The third goal was to find someone as passionate about lighting as he is about automobiles. He found all three with energybank.

"I'm a big believer in dealing with people who really care about their products and their customers," said Dan. "Neal Verfuert from energybank provided expertise in lighting that was above and beyond everyone else, but it was his passion about customer service that validated my decision to go with energybank."



"We operate three stores and a large collision center on our 30-acre campus. I was looking for a quality product and a payback of less than four years," stated Mangless. "This project allowed us to leverage a lot of advantages: reduce our operating and maintenance costs while dramatically improving our lot lighting - which means our customers now have a much better buying experience."

The model T keeps light focused on the vehicles and not the street. This provides the contrast needed to make your valuable merchandise stand out from the surrounding environment.



The model T is dark sky compliant – notice the absence of irritating glare.

100 foot candles are being delivered on the hoods of the Jeeps on the corner.

Matt Lehman, Controller for the Gandrud Auto Group of Green Bay, Wisconsin is responsible for many of the decisions affecting the company's bottom line.

"Gandrud over the past few years was approached many times by companies offering LED retrofit kits for our 1000W HID's in the lot," Matt said. "I was always against that option due to the fact you would still have an older housing and less than optimal light distribution. Also, other dealerships had less than stellar results with LED."

Lehman said, "Gandrud is a smart, successful company that seeks common sense solutions that are also environmentally friendly. Using water-based paints, removing all underground storage tanks for oil and gas, even using above ground lifts were decisions made in no small part due to the environmental impact each project had. LED had both environmental and economic benefits."



Matt Lehman, Controller

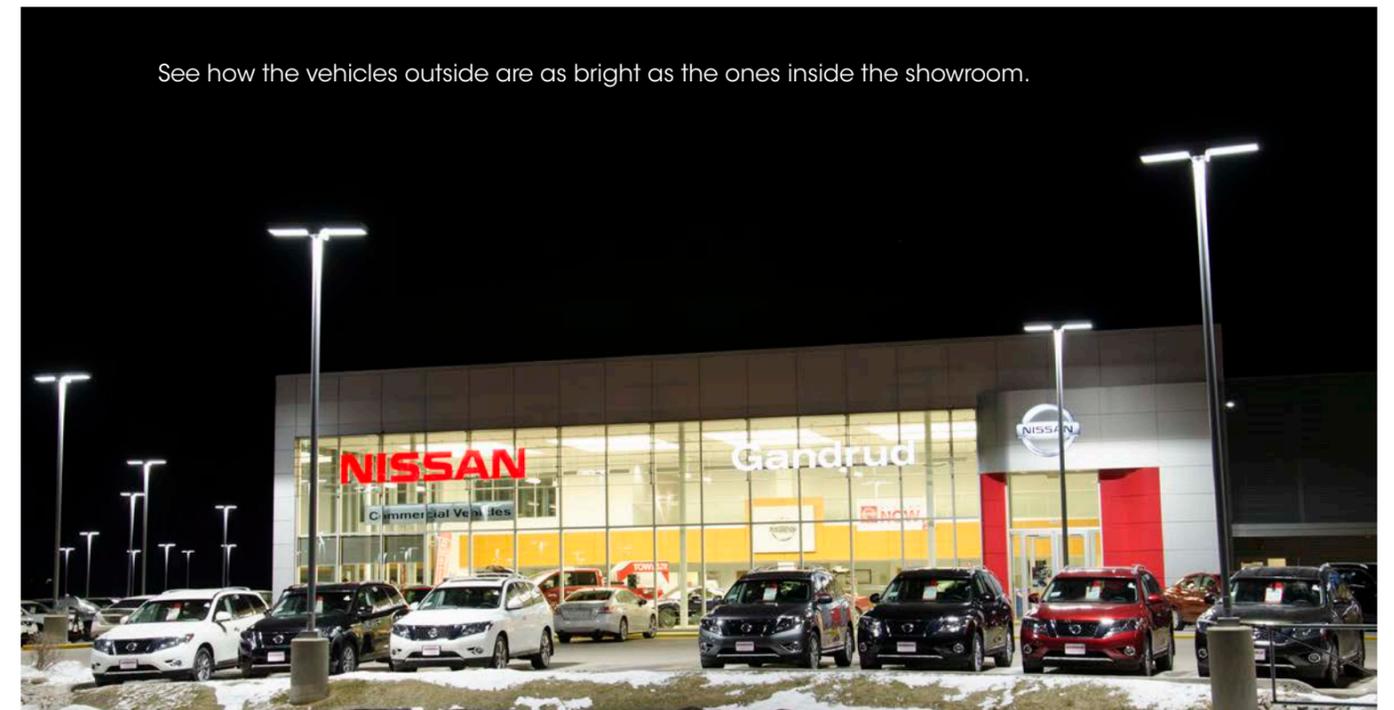
According to Matt, "The model T won hands down, based on its superior performance and its unique form factor. The model T is aesthetically pleasing and lends a nice, clean design element to the lot exterior in the daytime."

The model T combined with its smart control system reduced operating costs by more than 70% – even though we now operate the lights all night – and our payback is less than four years."

See how the vehicles outside are as bright as the ones inside the showroom.



Gandrud did a thorough side-by-side comparison test of the energybank model T™ against two other Wisconsin-based, nationally known LED manufacturers in exterior lighting.





model T delivers outstanding color accuracy in addition to bright illumination on the vehicles.



*Gandrud Auto Group – Green Bay, Wisconsin is home to Chevy, Nissan, Chrysler, Dodge, Ram and Jeep brands in addition to a thriving collision center. Gandrud is part of the Rydell family of dealerships.*

Scott R. Borths, Sr. is the sales director for Gandrud and said "The difference with the new model T is literally like night and day. It's much brighter and the color accuracy is greatly improved over the old lights."

"I really appreciate the way the model T with its Turbo™ function smoothly increases in brightness as customers approach the vehicles. It makes them stand out even more."

The final results using the model T were spectacular. See for yourself at: [energybankinc.com/case-studies.html](http://energybankinc.com/case-studies.html)



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LED Done Right™

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