

Russ Darrow Appleton Direct - Appleton, WI

65% Energy Reduction. \$25,720 Annual Savings.



Project Data – TOTAL	Electric Energy Use	Electric Demand	Annual Cost of Electricity
Prior System	332,474 kWh	98.8 kW	\$41,192
energybank	134,307 kWh	35.0 kW	\$15,472

Additional lighting savings in maintenance and repair

TOTAL ENERGY REDUCTION: 198,167 kWh

ANNUAL ENERGY REDUCTION: 65%

BASELOAD DEMAND REDUCTION: 63.8 kW

By upgrading existing lighting to high-performance, energy-efficient LED throughout the dealership (both interior and exterior), Russ Darrow reduced electrical energy costs for lighting by 65%. This significant reduction equates to an annual cost savings of \$25,720. Award-winning model T[®], ThinLine[®], and OmegaLight[®] are several of the products deployed to complete this upgrade. In addition to improved operations, Russ Darrow has eliminated lighting related maintenance and repair.

Efficient. Sustainable. Good Business. That's LED Done Right[®].

Energy savings from this project have a positive impact on Greenhouse Gas emissions. A reduction of **198,167 kWh** is the equivalent of:



Eliminating the greenhouse gas emissions from **29 passenger vehicles** driven for one year



Eliminating the CO₂ emissions from the energy use of **16 homes** for one year



The carbon sequestered by **165 acres** of US Forest in one year