

BetaLED® Project Brief Overview

Culver's – Surprise, AZ



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*Rob Bullock
Culver's Franchise Owner*



PROJECT SUMMARY

End User:	Culver's® Restaurants, Inc
Application:	Quick Serve Restaurant – New Construction
Products:	4 BetaLED® THE EDGE® area lights with Type III optics and 80 LED 4 BetaLED® THE EDGE® area lights with Type V optics and 80 LED
Benefits:	<ul style="list-style-type: none">• Optimum lighting performance is achieved with the BetaLED luminaires.• BetaLED luminaires add to an energy-saving business investment• A five-year payback will be realized from use of the BetaLED luminaires.



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Butterburgers and BetaLED have a bright future together



Culver's was founded in Wisconsin in 1984 and now includes more than 400 franchised restaurants in 17 states. Made famous by its butterburgers and custard, restaurant locations continue to spread throughout the country.

A new franchise owned and operated by partners Rob Bullock, Brian Farrell, and Zachary Schaefer, is located in Surprise, Ariz., about 45 minutes outside of Phoenix. The team installed BetaLED area lights in the parking lot after learning about them from their general contractor, McCon Building Corporation, who offered them as an alternate at Culver's request. Culver's doesn't require its franchise owners to install LED lights but the partners selected them as a long-term business investment in the building that they wholly own.

The restaurant opened in March 2009 and is located in a newly developed area with a residential neighborhood across the street and no streetlights near the restaurant or on the service road that leads to it. According to Chris McGuire, president at McCon Building Corp., the BetaLED photometrics work very well for the surrounding community.

"We haven't heard any complaints from residents that the light is too bright so we feel good about the fact that it isn't obtrusive," said Bullock. "Since it's dark in the surrounding area, it's nice to have our lot well lit to serve our guests and know we're saving energy at the same time. We're so pleased with the lights that we're installing them at our second newly constructed Culver's on Camelback Road in Phoenix."

Tom Williams, director of design services, Culver Franchising System, Inc. looked for ways to cut energy consumption at franchise locations. He saw a BetaLED luminaire demonstration six months before it was available at a lighting show and watched LED solutions develop for a number of years before thoroughly vetting the opportunity.

"We looked at the total cost of ownership, not just the initial cost," said Williams. "After we conducted energy and maintenance savings calculations we began encouraging our franchise owners to install BetaLED lights. It's an option now but I hope that it becomes a standard."

Typically a quick serve restaurant LED installation like this one will realize a payback in five years or less from energy and maintenance savings. A quicker payback can be realized if rebates are available through a local utility company.

