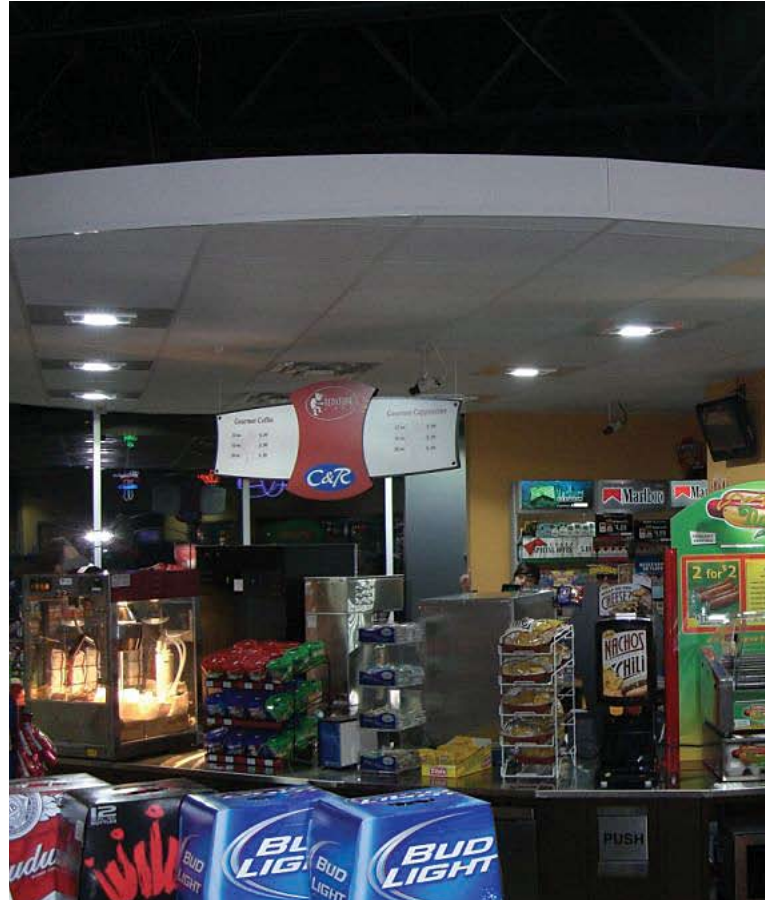


BetaLED® Project Brief Overview

Howdy's Texaco–El Paso, TX



PROJECT SUMMARY

“The **BetaLED** luminaires were a logical choice for us because they require virtually **zero maintenance** and provide a tremendous **energy savings**.”

Adrian Alvarado

Engineer and Development Manager

C&R Distributing Incorporated

End User:	C&R Distributing Incorporated
Application:	Petroleum and Convenience Store Remodel
Products:	<p><u>29 exterior luminaires by BetaLED®</u></p> <ul style="list-style-type: none"> • 2 security wall mount luminaires with emergency option • 13 security wall mount luminaires • 4 area luminaires, direct arm mount • 10 recessed canopy luminaires, 90 LED, sparkle optic, 525mA <p><u>24 interior luminaires by BetaLED®</u></p> <ul style="list-style-type: none"> • 3 recessed canopy luminaires, 30 LED, petroleum symmetric optic • 9 recessed canopy luminaires, Type 5 optic, 30 LED • 2 indoor round pendant-mount luminaires, petroleum symmetric optic, 40 LED • 10 indoor round pendant-mount luminaires, petroleum symmetric optic, 80 LED
Benefits:	<ul style="list-style-type: none"> • Meets El Paso's dark sky lighting ordinance that limits exterior lighting to 40 lumens per square foot while achieving significant light from the BetaLED luminaires' efficiency. • C&R Distributing expects a four-year payback on the BetaLED lighting installation (at the city's current energy rate of 17 cents per kilowatt hour).



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BetaLED logical choice for Howdy's

Texas-based Howdy's® Food Marts, a 32-location convenience store chain operated by C&R Distributing Incorporated, opened its first green initiative petroleum station/convenience store in El Paso, Texas. It is the first store in El Paso to have LED lighting both indoor and out. The site was originally specified to have fluorescent dome light fixtures but after seeing the benefits of BetaLED luminaires at a tradeshow, the company decided to invest in exterior and interior LED fixtures for the aesthetic improvements they provide, the long-term value of virtually no maintenance and an average 64-percent energy savings. With El Paso's current energy rate of 17 cents per kilowatt hour, a payback on the BetaLED lighting installation is anticipated in four years.

The city has a dark sky lighting ordinance that limits exterior lighting to 40 lumens per square foot. That lumen restriction is met while still achieving significant light from the BetaLED luminaires' efficiency. Adrian Alvarado, engineer and development manager for C&R, was able to install fewer BetaLED lights than the number of HID fixtures that would have been necessary because of the efficient performance achieved from the BetaLED system.

The fuel island at the McRae location has four dispensers but has half the number of BetaLED fixtures in the canopy compared to Howdy's Sunfire location which has five dispensers. Where the Sunfire Howdy's had eight competitor's directional LED fixtures and ten ambient fixtures, the McRae location has one BetaLED fixture with petroleum symmetric optics for highlighting dispensers. In the exterior canopy alone, ten BetaLED fixtures were installed down the center instead of 30 metal halide lights.



“Our customers will be surrounded by LED lighting, both indoors and out,” said Alvarado. “We made a decision to install BetaLED fixtures instead of traditional light sources because we're pleased with the truer, cleaner light that enhanced our design to create an appealing and comfortable atmosphere. The BetaLED luminaires were a logical choice for us because they require virtually zero maintenance and provide a tremendous energy savings.”

In keeping with Howdy's standard to design stores that are clean and modern, D&H Petroleum & Environmental, a full-line petroleum and c-store supply and service company, wanted to avoid the burned out fluorescent lighting the store interior had prior to being remodeled. The new 3,000 square-foot space features recessed and round pendant luminaires selected for their clean white light, extended lumen life and reduced maintenance.