Petroleum - New Construction

Howdy’s® Texaco
El Paso, TX

• Meets El Paso’s dark sky lighting ordinance that limits exterior lighting to 40 lumens per square foot while achieving significant light from Cree® LED luminaires’ efficiency.
• Four-year expected payback
Cree LED 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

CREE® LED LUMINAIRES IS THE LOGICAL CHOICE FOR HOWDY’S®.

OPPORTUNITY
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. After seeing the benefits of Cree LED 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. It is the first store in El Paso to have interior and exterior LED lighting.

SOLUTION
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 Cree LED luminaires’ efficiency. Adrian Alvarado, engineer and development manager for C&R, was able to install fewer Cree lights than the number of HID fixtures that would have been necessary because of the efficient performance achieved from the LED luminaires.

The fuel island at the McRae location has four dispensers but has half the number of Cree 227 Series™ recessed canopy luminaires 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 227 Series™ LED recessed canopy with petroleum symmetric optics for highlighting dispensers. In the exterior canopy alone, ten Cree 227 Series™ Recessed Canopy luminaires 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 Cree luminaires 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. Cree LED 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 Cree Edge™ interior LED luminaires selected for their clean white light, extended lumen life and reduced maintenance.

Learn more at: www.cree.com/lighting | info@cree.com | 800.236.6800

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CAT/CCS-C047 02/2013