



Petroleum - Upgrade

Timewise Shell Petroleum Station & Convenience Store

Laredo, TX

- Reduced energy consumption by 80 percent:
island canopy and 61 percent – car wash canopy
- Virtually maintenance-free operation
- Three-year return on investment





TIMEWISE SHELL SEES GREEN WITH CREE® LED LUMINAIRES

OPPORTUNITY

Headquartered in Houston, Texas, Landmark Industries owns and operates 170 convenience stores under various major fuel brands. The retail division began operation under the Timewise Food Store brand in 1982 with one location in Hempstead, Texas. It now markets in 240 stores located in and around the Houston, San Antonio, Austin and Laredo area with several new units presently being developed.

Locally-owned Timewise/Landmark Industries took a step toward their interest in helping the environment by upgrading canopy lighting with energy-efficient Cree LED luminaires, dramatically reducing energy costs and virtually eliminating maintenance expenses — all without toxic mercury.

SOLUTION

Previously, the ten-fuel dispenser island canopy was illuminated with 320-watt metal halide (MH) fixtures. Thirty Cree 304 Series™ 142-watt luminaires replaced 56 MH fixtures. The reduction in fixtures and wattage use reduced energy consumption by an astounding 80 percent. Additionally, Timewise will realize a three-year payback on this investment, but more important is the positive impact the Cree lighting upgrade makes in their community and to the overall customer experience at their site.

“Retrofitting the canopy with energy-efficient Cree luminaires is not just good business for Timewise Shell, but it’s good for our community,” said Steve Dujka, Landmark Industries comptroller. “This is another example of how Landmark Industries and Timewise Shell are cornerstones of the community, whether in our charitable giving, delivering the products and services that consumers need, or taking the lead in creating a sustainable future.”

In addition to upgrading the fuel island canopy, Timewise Shell replaced the car wash canopy metal halide fixtures with 18 Cree luminaires in a one-for-one replacement, providing a remarkable 61 percent energy savings.

BENEFITS

While saving on energy costs is important to Timewise Shell and Landmark Industries, the maintenance time and expenses were the driving factor for making the upgrade. The company often called an outside electrician to change the metal halide lamps and ballasts every six months — a cost that was over \$200 per call. The new LED luminaires provide decades of virtually maintenance-free operation.

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

© 2013 Cree, Inc. All rights reserved. For informational purposes only. Not a warranty or specification. See www.cree.com/lighting for warranty and specifications. Cree® and the Cree logo are registered trademarks, and 304 Series™ is a trademark of Cree, Inc.

CAT/CCS-C031 01/2013

“Retrofitting the canopy with energy-efficient LED luminaires is not just good business for Timewise Shell, but it’s good for our community.”

Steve Dujka, *Comptroller,*
Landmark Industries

