



RCDRV Sales' Savings Road Trip

Lighting upgrade at Hebron supercenter truly shines

Tim Fenneman, a general manager at RCDRV Supercenters, was concerned about the lighting expense at their Hebron store.

"It takes a lot of light to showcase all of our stock, and it was costing us an arm and a leg," he said.

He turned to AEP Ohio's Small Business Express Program for help. After a brief onsite assessment, the AEP Ohio team put together a proposal that outlined the potential impact of upgrading to exterior LED lighting. "We were really surprised to see how much we could save," said Fenneman.

The Hebron store is now saving over \$3,600 in annual energy costs. And their future has never looked brighter—literally.

"We didn't realize how dim the old lights were," adds Fenneman. "The new LEDs are so much brighter and clearer. That was an unexpected bonus on top of our energy savings."

"We were really surprised to see how much we could save each year by making the switch."

— Tim Fenneman
General Manager
RCDRV Sales

Project brief:

Upgrade:
Exterior LED lighting

Annual energy savings:
\$3,608

Note: The annual energy savings are calculated using an electric rate of \$0.08 per kilowatt hour (kWh).



The showroom entrance at the RCDRV Supercenter in Hebron



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