

Case Study



Titletown Oil Corp., - Green Bay, Wisconsin

Titletown Oil Corp., headquartered in Green Bay, Wisconsin, runs 41 Shell and BP stores in the Green Bay and Fox Valley area. As an innovative entrepreneur, Dan Pamperin, President of Titletown Oil, is always looking for new ways to take Titletown stores to the next level. When LSI approached him with its new *Crossover* LED canopy lighting solution he was very interested given the benefits in the quality of solid-state lighting, energy saving opportunities and environmental impact.

The Golden Shell location in Green Bay, WI was using LSI's 400-watt metal halide Dakota fixtures, which made the site a perfect candidate for an upgrade. LSI replaced the 42 HID fixtures with a combination of 28 *Crossover* Ambient 50 and 12 *Crossover* Focus fixtures. The result? Dramatically improved lighting as well as significant energy savings plus an ROI of less than 3 years.

Dan Pamperin, President of Titletown Oil, states:

"We selected LSI's Crossover system to improve our canopy lighting with a whiter, brighter, cleaner light. In addition, we calculate that by converting to LSI's Crossover canopy lighting, we will save an average of 86% a year in energy consumption. Further, the LED fixture is a big step in reducing our carbon footprint, helping us be an environmentally conscientious company."

The upgraded site has been open since April, 2008 and customers are still commenting. LSI looks forward to working with Titletown Oil to on future store upgrades as well as new construction.

Products Used: Crossover Ambient 50 canopy fixtures
Crossover Focus fixtures

Results: Whiter, Brighter, Cleaner canopy lighting
Average 86% Annual Energy Savings
ROI of less than 3 Years
Environmentally Friendly Canopy Lighting

