

CASE STUDY

SEESMART® MEETS TEXAS TONKA

BUSINESS NAME

Texas Tonka Liquor

BUSINESS TYPE

Liquor Store

BUSINESS LOCATION

Minneapolis, Minn.

INSTALLATION AREAS

- Retail Area
- Cold Storage Area
- Employee Back Room Area

SEESMART PRODUCTS USED

- 140040
- 200009
- 200025

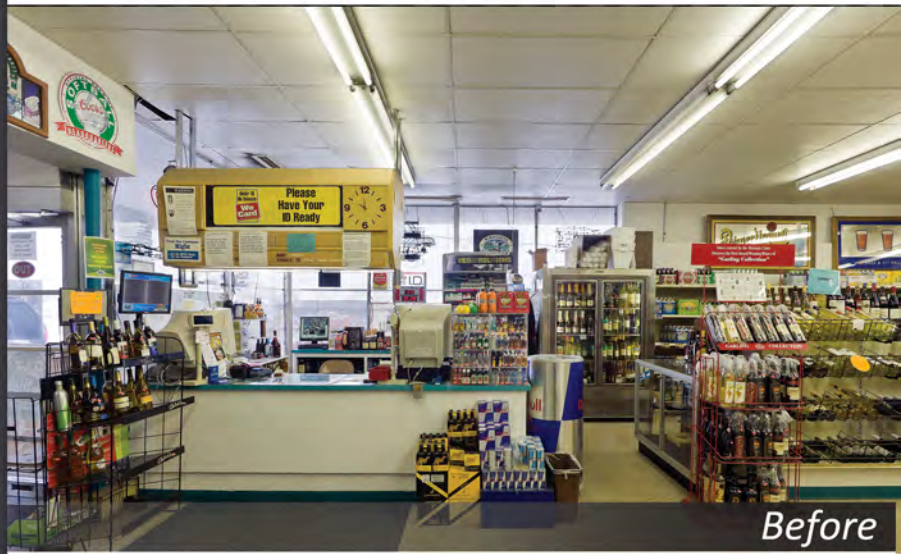


Seesmart® LEDs are safe to use in a wide range of temperatures. This made them an excellent choice for Texas Tonka's storage cooler as well as retail area.

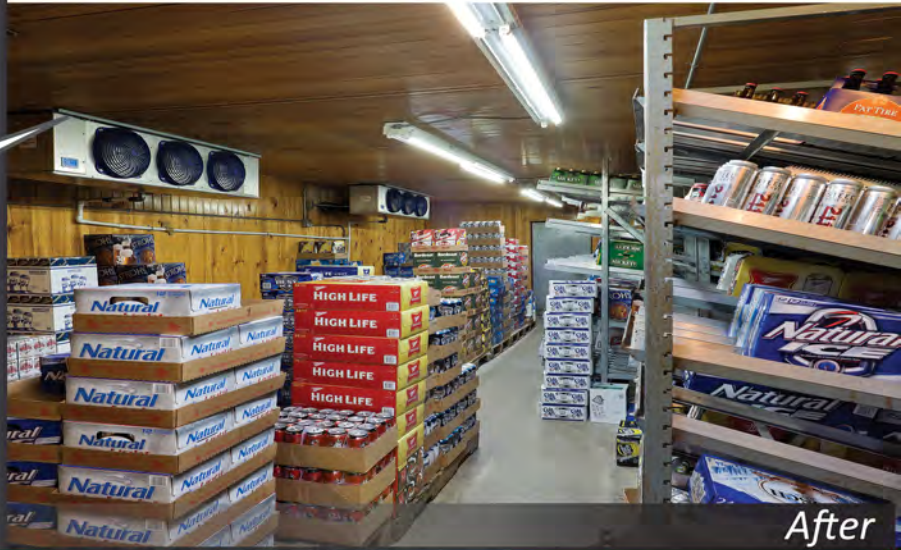
CASE SUMMARY



After



Before



After

CASE STUDY

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ANNUAL ENERGY SAVINGS

\$11,189.6

REBATES AWARDED

\$ \$5,307.80

CARBON FOOTPRINT REDUCTION

88,103 lbs/yr

ANTICIPATED ROI

11.6 months

RETROFIT PERKS

- Enhanced store security
- Cleaner, brighter appearance
- Increased light levels
- Reduced maintenance
- Reduced energy usage
- Delamping



CASE SUMMARY



After



Before



After



SEESMART[®]
MEETS TEXAS TONKA

TEXAS TONKA

Texas Tonka Liquor has been selling beer, wine and spirits in Minneapolis, Minn. for 14 years. Until 2012, the lighting in the store consisted of yellow fluorescent T12 tube lights and 75 Watt incandescent bulbs. These products bestowed a dingy, dated appearance and consumed a substantial amount of energy.

In March 2012, Texas Tonka embarked on a lighting retrofit and swapped its traditional lighting products for bright, clean, efficient Seesmart LED products. The retail area, employee back room area, and storage cooler were all upgraded to LED. In the retail area and storage cooler, 68 fluorescent 8' T12 tube lights of 110 Watts were replaced by 116 Seesmart 4' T8 tube lights of just 15 Watts. Another 24 fluorescent 4' T12 lamps of 40 Watts were replaced by 24 LED 4' T8 lamps of 15 Watts. And in the employee back room area, 6 incandescent bulbs of 75 Watts were replaced by 6 LED household bulbs of 18 Watts.

In the back storage area, the smaller 4' LED tube lights proved so much brighter in combination than previous 8' fluorescents that 10 fixtures could be delamped. Here, in the place of 2 8' fluorescent T12s, just 2 4' LED T8s were installed.

Upon installation of Seesmart products, the manager of Texas Tonka immediately noticed a dramatic change in the lighting quality throughout the store. He is thrilled with the noticeably brighter, cleaner appearance of his store and the consistent color of the lights. The lighting now enhances the product packaging and signage instead of dulling and aging it. It also gives the store a tidy, contemporary feeling.

Perhaps one of the greatest benefits of Texas Tonka's switch to LED is the new lighting's effect on the CCTV system. Security footage is now much more distinct. This helps the manager better monitor traffic through the store and improves security.

Texas Tonka's lighting retrofit is also producing financial savings. The store expects to save over \$11,000 each year from installing Seesmart's highly efficient LED products. With rebates, the ROI period of the project is just an estimated 11.6 months.

Just by updating its lighting to Seesmart LED products, Texas Tonka Liquor improved its security, its bottom line, and its appearance. Cheers to that! Call or email Seesmart today to see how our LED products can transform your facility.



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