

# Customer Spotlight: Retail

## BGE Small Business Energy Solutions

**BGE SMARTENERGY**  
**savers**  
PROGRAM

## Lighting Retrofit Proved a Doggone Good Decision

It's hard to argue with the numbers. That's what Dan Lyons, owner of Pet Depot in Timonium, MD., discovered after he agreed to have an energy audit to assess the efficiency of his store's lighting.

Pet Depot ([petdepotmd.com](http://petdepotmd.com)), a pet food and supply retailer, occupies a 7,500-square-foot space that includes an area for pet training classes, plus nine washing stations and a hydrotherapy pool for dogs.

### The Opportunity

The implementation contractor checked the store's lighting fixtures and controls and determined that Pet Depot could save nearly 17,700 kilowatt-hours of electricity per year by upgrading to more energy-efficient lighting. That's a 33% reduction in the electricity he uses to light his store! Over the lifetime of the equipment, Pet Depot can expect to save more than \$26,000 in energy costs.

Not only did upgrading reduce the store's monthly energy use, but incentives available from the BGE Smart Energy Savers Program® covered the majority of the cost for the lighting improvements. Once his contractor described the recommended improvements and explained the incentives available from the BGE Small Business Energy Solutions Program, Lyons was sold. "It's a no-brainer," he said.

### The BGE Solution

In a matter of just a few days, the contractor installed 22 new lighting fixtures, replaced the ballasts in 36 fixtures, installed 8 compact fluorescent light bulbs, and upgraded the exit signs to light-emitting diode (LED) fixtures.



*Dan Lyons, owner of Pet Depot, with his dog Bo.*

### Savings at a Glance

Program:	BGE Small Business Energy Solutions
Energy savings:	17,697 kilowatt-hours/year
Total project cost:	\$8,645
Incentives paid:	\$6,142
Cost to customer:	\$2,503
Payback:	Less than 1 year
Estimated lifetime energy savings:	\$26,595



*Pet Depot cut its energy demand for lighting by 33%.*



[BGESmartEnergy.com](http://BGESmartEnergy.com)

## The Benefits

After the job was completed, Lyons noticed an immediate improvement in the quality of the lighting. “The lights used to be a nicotine color, but the lighting just looks clean now,” he said. “Customers actually say the store is more cheerful and happy. For the quality of work performed and the cost to the customer, I don’t know why anybody wouldn’t do it.”

Bill Wolf, manager of BGE’s Industrial and Commercial Energy Efficiency Programs agrees. “Our goal is to make these types of improvements very affordable while delivering energy-saving solutions to our customers. We encourage all of our customers to take advantage of these incentives and start realizing some of the ongoing energy savings, like Dan has.”



*Installing new high-efficiency fixtures and ballasts has improved lighting quality.*


“Our new energy-efficient lighting makes our customers happy, even the four-legged ones.”

—Dan Lyons  
Owner  
Pet Depot

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The BGE Small Business Energy Solutions Program is designed to help small business owners use energy more efficiently. The program includes an energy analysis and easy-to-follow recommendations for improving energy efficiency and full turnkey service to help you make energy efficiency part of your long-term business plan. Participating businesses can receive incentives that cover up to 70% of the total cost for most energy efficiency retrofit projects, including materials, labor, and recycling. For more information, visit [BGESmartEnergy.com](http://BGESmartEnergy.com).

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