

FOR IMMEDIATE RELEASE

PR Contact: Karla Gravert

970-506-0525, kgravert@caberramarketing.com

## ActiveLED Lighting Customer Spradley Barr Ford of Greeley Receives Xcel Energy Lighting Efficiency Award

*ActiveLED Lighting from Ringdale Inc. Delivers Outstanding Energy Savings*

**Georgetown, TX – June 4, 2015** – Ringdale® Inc., a Texas-based manufacturer of USA-made ActiveLED® luminaires announced today that ActiveLED lighting customer Spradley Barr Ford of Greeley was awarded with the Xcel Energy Small Business Lighting Efficiency Achievement Award for its annual energy savings and CO2 reduction in 2014.

Spradley Barr changed 100, 1000-watt HID fixtures in the dealership lot to 100 x 104 Watt ActiveLED fixtures. The energy savings amounted to 436,248 average kilowatthours (kWh) and a reduction of 248 tons of CO2. The kWh saved in 12 months by changing HID fixtures to ActiveLED light fixtures 1:1 saves enough electricity to power 40 homes per year.



In addition to the energy savings, ActiveLED improved lighting conditions at Spradley Barr with a bright, even blanket of light coverage while protecting against light trespass to surrounding areas, increased visibility on security cameras, and resulted in a financial savings of \$29,000 during the first year. Additional savings of \$5,000 annually were realized from the elimination of typical maintenance in the form of ballasts, bulbs and labor. The estimated savings for changing out 100 light fixtures to ActiveLED over the next ten years will be \$345,000 which gives the dealership more time to focus on other areas of their business to better support customers in Northern Colorado.

“It is wonderful to be given this award and recognized for our energy savings initiatives. When we started this project, we wanted to showcase our business with the best lights available while being a responsible steward to the environment, and a better neighbor in our community. The benefits all around have been outstanding.” commented Mark Cook, Owner and Managing Partner of Spradley Barr of Greeley.

The fixtures selected by Spradley Barr Ford are the Ringdale ActiveLED FLAS Series flood lights that deliver brilliant, non-glare lighting at just 104 watts per fixture. They feature an all sideways light pattern for delivering targeted light for superior protection against light pollution. Caberra Systems, a Colorado-based premier distributor of ActiveLED lighting, is helping Spradley Barr Ford transition to energy saving lighting throughout the dealership.

Caberra is experienced in lighting design and application, rebate applications, and work with customers to identify the most energy efficient illumination solutions.



“We are excited for Spradley Barr and the award for lighting efficiency is well deserved. They took charge of their lighting plan and with the changes in place, they will save an incredible amount of money over the long term as well as be a solid steward to the environment and their community,” said Klaus Bollmann, President of Ringdale.



### **About Ringdale**

Ringdale, established in 1986, focuses on helping organizations incorporate green savings into their business environments. Ringdale, an innovator of solid-state technology and manufacturer of commercial LED lighting fixtures, provides ActiveLED® luminaires with patented, solid-state lighting control and thermal management technology. Ringdale, Inc. is based in the

United States with offices in the United Kingdom, France, Germany, Japan, and Singapore and is part of the Network Technology PLC Group of Companies. For more information on ActiveLED Lighting, contact Ringdale at 512-288-9080 or visit [www.ActiveLED.com](http://www.ActiveLED.com).

Footnote: According to the U.S. Energy Information Administration, the average annual electricity consumption for a U.S. residential home was 10,980 kilowatthours (kWh).

###