



CASE STUDY




# Waldorf Dodge

## Showroom & Service Facility—LED Lighting Upgrade

Waldorf, Maryland

# PROJECT OVERVIEW


A successful outdoor lighting upgrade at the neighboring Chevy facility gave Waldorf Dodge's management a firsthand look at what modern LED lighting could do—better light quality and immediate energy savings. They quickly moved to bring the same transformation indoors, upgrading their showroom, service facility, and outdoor sales lot in a single coordinated project with outstanding results.



**160,728 kWh**  
Annual Energy Saved



**\$27,324**  
Annual \$ Savings



**\$112,191**  
SMECO · EmPOWER  
Maryland Incentive



**up to 80%**  
Project Cost Covered



**Before**



**After**

## ABOUT THE SMECO SMALL BUSINESS SOLUTIONS PROGRAM

SMECO's Small Business Solutions Program offers incentives on approved energy-efficient lighting upgrades for qualifying commercial customers in Southern Maryland—dramatically reducing the cost of LED retrofits.

On this project, the program covered up to 80% of total project costs—in the parts and service area alone, the payback period was just six months.

## THE CHALLENGE

Across three distinct spaces—showroom and offices, parts room and service bays, and the outdoor sales lot—aging fluorescent and High-Intensity Discharge (HID) were driving up energy costs and underperforming for both staff and customers.

- **Showroom & Offices:** Aging fluorescent troffers that were no longer delivering the consistent, high-quality light a customer-facing environment deserves.
- **Parts Room & Service Bay:** Older fluorescent strip fixtures that, while functional, couldn't match the output and efficiency of modern LED—leaving employees working in less-than-ideal light conditions.
- **Outdoor Sales Lot:** Existing pole mounts and wall packs that simply couldn't render vehicle colours the way a modern sales lot requires—especially after dark.

## THE SOLUTION

EiKO, in partnership with SMC Power Solutions, conducted a full lighting audit and managed the upgrade end-to-end. Tony Rose, COO of SMC Power Solutions, led product selection and structured the incentive application through SMECO's Small Business Solutions Program. Thea Enterprises managed the process and the client relationship, and St. Mary's Lighting Supply sourced all fixtures.



**EiKO VL1 Volumetric Troffer**  
Showroom & Offices

The VL1 delivers uniform, even, glare-free light distribution—exactly what a customer-facing showroom demands. Color and power selectable, it gave the team flexibility to dial in the right light for each space. The results speak for themselves: vehicle colours pop, the floor feels open and welcoming, and staff work in genuinely comfortable light all day.



**EiKO CSX1 LED Strip**  
Parts Room & Service Bay

The CSX1 is a workhorse. Its mounting plate enables seamless row-mounting connections, so workspaces are illuminated in continuous runs with very few dim spots between fixtures. Also color and power selectable, the CSX1 gives technicians consistent, reliable light across the full depth of the parts room and service bays—the kind of working environment that makes a real difference over a long shift.

For Waldorf Dodge, the upgrade delivered on two fronts simultaneously. The lighting transformation was immediate and visible—a brighter, more inviting showroom, better-lit service bays for technicians, and a sales lot that finally showcases inventory the way it deserves to be seen. And by selecting EiKO fixtures from SMECO's approved product list, the team unlocked incentives that covered the vast majority of project costs—turning a \$140,000 facility-wide upgrade into a net investment a fraction of that size. Remaining costs pay back in just over a year, and the savings continue every month after that.



Parts Room

## RESULTS & FINANCIAL OUTCOMES

	Showroom & Offices	Parts & Service	Sales Lot	TOTAL
Annual kWh Saved	27,576 kWh	63,124 kWh	70,028 kWh	160,728 kWh
Annual \$ Savings	\$4,688	\$10,731	\$11,905	\$27,324
SMECO · EmPOWER Maryland Incentive	\$23,494	\$22,917	\$65,780	\$112,191
Net Customer Cost	\$5,873	\$5,730	\$16,445	\$28,048
Simple Payback	1.25 yrs	0.53 yrs	1.38 yrs	~1.1 yrs avg

Energy savings calculated at \$0.17/kWh per SMECO program methodology. Through EmPOWER Maryland, SMECO’s Small Business Solutions Program provided incentives.

The parts room alone achieved a simple payback of just six months. Up to 80% of the project costs were covered by SMECO’s Small Business Solutions Program. That’s the power of pairing the right Eiko products with the right rebate strategy.

**“Looks fantastic. The showroom is so much brighter than before, lending itself to a better working and selling environment.”**  
**— Adam Rinaldi General Manager, Waldorf Dodge**



**Before**



**After**

## PROJECT PARTNERS

### **EiKO - Lighting manufacturer and solution provider**

Delivered product specifications, lighting layouts, and program support across all three areas.

### **SMC Power Solutions—General contractor and solution architect**

End-to-end management: product selection, SMECO incentive paperwork, installation, and audit coordination. Contact: [trose@smcpowersolutionsllc.com](mailto:trose@smcpowersolutionsllc.com)

### **Thea Enterprises Project management and client relationship**

Instrumental in scoping the project and ensuring seamless execution from start to finish.

### **St. Mary's Lighting Supply—Supply house**

Sourced and delivered all EiKO LED fixtures.

### **SMECO—Utility incentive program administrator**

Through EmPOWER Maryland, SMECO's Small Business Solutions Program provided incentives covering the majority of project costs. Learn more at [SMECO.coop/business](http://SMECO.coop/business).



## IS YOUR **FACILITY LEAVING** **MONEY ON THE TABLE?**

Through EmPOWER Maryland, may qualify for incentives with SMECO's Small Business Solutions Program. Contact Tony Rose at SMC Power Solutions ([trose@smcpowersolutionsllc.com](mailto:trose@smcpowersolutionsllc.com)), an approved SMECO contractor for a no-obligation audit.

**Contact your Eiko Representative or visit [eiko.com](http://eiko.com)**