

# White Paper Report

Project: GO-Gas  
Wilmington, NC

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## The Retail Fuel Market and Green Energy Goals Managing Financial Operations with Green Energy Goals



### *Are “Green Energy” goals compatible with good financial management in the retail fuel market ?*

In today’s energy environment there are many things to consider from the creation, delivery, use and cost structure as well as the social interactions that effect consumers. Often when trying to balance these energy concerns with current business practices and overall financial operations the implementation is at best delayed or cancelled. The retail fuel industry has been slow to realize the value of building automation and how it can directly affect

the “BOTTOM LINE”. Often the potential energy savings are lost relative to inventory management of the “wet and dry goods” where the majority of the operating expenses are generated.

The challenge is for today’s fuel retailer to present to their customers the best image of meeting the overall “Green America” goals while providing the customer the best product and service available at the best price.



**“The TMS building automation system had one of the fastest paybacks of any product system we dealt with”.**

- Reggie Stanley, Chief Operating Officer

K.E. Austen, a 39 year old company headquartered in Wilmington, NC operating 19 fuel retail operations has succeeded with the proper balance. The sites operate under the GO-Gas brand, and are designed around a kiosk style facility, operating the fuel dispensers 24/7. Each kiosk is approximately 400 sq.ft. in size. Two years ago they examined the operating costs associated with their station lighting in relation to rising utility costs. They decided to install a TMS building automation system in one of their sites on an evaluation basis. They also added control of the HVAC wall unit in the system. The automation system was programmed to independently control 4 lighting zones, and one HVAC zone. One lighting sensor was installed on the canopy to override the control schedules should the lighting be required to stay on during a cloudy day. After a short evaluation period the BASYX systems were installed in all the GO-Gas facilities.

After two years experience, the success of their “energy strategy” can be seen in two areas that affect the operation.

1. They have achieved a 12 % reduction in utility bills across the board.
2. The payback was 12 months or less.

Once programmed, which took only minutes, the TMS system, “operated by themselves”, according to David Hewitt, electrician. He also added that the TMS system was one of the few pieces of equipment that he hasn’t had any problems with.

GO-Gas has succeeded in lowering energy usage, increasing operating efficiency, increasing bottom line profitability while providing the highest customer satisfaction.

For more information call TMS, 919-878-1880.