

# SUCCESS STORY



## NAVISTAR DIRECT MARKETING

### OUR CUSTOMER

Navistar Direct Marketing is a full-service direct marketing firm that produces creative solutions, digital and conventional printing, full-service direct mail, and fulfillment for its diverse clients, ranging from non-profit organizations to major corporations and governing bodies.

Established in 2017 by Tulsa-based Moore Direct Marketing Group, Navistar prides itself on bringing its clients peace of mind, ensuring each marketing campaign is completely covered—from conception to execution and beyond—by global marketing solution leaders.

### THE CHALLENGE

Upon its founding, Navistar's 250-strong workforce settled into a 205,000 square foot, facility in the suburb of Frederick, MD. Considering the immense size of the facility, the company realized a need for brighter, more efficient lighting in order to maintain the highest quality of production.

Following an initial upgrade to the building's interior lighting by AES—which afforded Navistar significant energy savings through the installation of super-efficient LEDs—Navistar sought to continue the savings by upgrading the facility's exterior lighting. AES conducted an electrical audit and designed a tailored plan to further lower Navistar's energy bills, while improving visibility within and surrounding the facility.

### OUR SOLUTION

AES replaced nearly 1,350 dull, outdated fluorescent and incandescent bulbs on the building's exterior, interior and in parking lots with brighter, energy-efficient LEDs. Not only did these upgrades bring added safety for Navistar's employees and associates, the company also saw a 68% drop in energy usage, with over \$166,000 in annual savings!



1,520,000 kWh  
Reduction per Year



1 year 10 months  
Project Payback



+\$1,355,000  
10-Year Cash Flow

# Clear Solutions for Energy Efficiency

## AES SERVICE EXCELLENCE PROGRAM

Following the successful completion of this extensive upgrade, Navistar knew the value of building an ongoing relationship with AES through its first-in-industry Service Excellence Program.

An all-inclusive offering, AES' Service Excellence Program sets the new standard for customer satisfaction. This program offers a unique, all-inclusive approach for greater savings, efficiency, and service beyond the initial sale—and years beyond current industry benchmarks.

With a one-of-a-kind 4-in-1 approach, customers can have true confidence in their investment and achieve peak performances for an extended lifecycle. To keep our products finely tuned and our customers ahead of the curve, an investment-grade energy efficiency audit is conducted annually, which also includes a Health Check, Operations Review, and Technology Review.

Ask us today how a Service Excellence Program can help your organization achieve true energy optimization—for now and for the future!



An improved lighting environment refreshes any space, from multi-family or office, to academic or retail. Our experienced technicians are capable of installing best-in-class solutions to meet any need.



Graded  
Audit



Design  
Build



LED  
Lighting



Intelligent  
Controls



AES  
Monitoring



EV  
Charging



Service  
Excellence



Financing  
Options

## ABOUT AES

American Energy Services is a trusted provider of energy solutions that helps small businesses and Fortune 500 companies reduce their monthly energy bills, resulting in double-digit percentage savings. This advance in reducing energy use allows our clients to rededicate valuable resources back into their organization. The technology AES provides has led to our partners being honored ENERGYSTAR® Partner of the Year.



1,000,000 kWh

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\$150,000  
in Rebate Acquisitions



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**ENERGY SERVICES**