

CONSERVE-A-WATT LIGHTING, INC.

CASE STUDY
COLORADO

XCEL ENERGY TRADE PARTNER SERVING COLORADO
FOR 40 YEARS



“We’re thrilled to earn the Xcel Energy Efficiency Partner award because efficiency is at the core of what we do.”

Rich Fair
Conserve-A-Watt
Lighting Specialist

Who They Are

Conserve-A-Watt Lighting is a dedicated lighting distributor focused on providing the most efficient and effective lighting solutions to their customers. In business for nearly 40 years, and founded on the premise of energy savings through lighting efficiency, Conserve-A-Watt has maintained successful government contracts for decades in addition to a robust commercial lighting business and is now the largest locally owned lighting distributor in Colorado.

What They Do

Conserve-A-Watt offers a growing stock on LED products, as well as most traditional lighting options. They offer complete lighting solutions – audits, recycling, rebate support, installation, and lighting services. Strong manufacturer relationships benefit their customers big and small.

How They Work

Conserve-A-Watt Owner Steve Koutavas says it’s all about problem solving. “We come out, walk the property, and conduct audits. We review the customer’s current situation and present solutions that fit their budget,” Koutavas says. “When we write the proposal, we make sure they understand the rebate opportunities and get them through the process. Not everyone understands that process so sometimes our expertise in that area drives the business.”

“We’ve been here since 1990 and we stay with the customer to the end,” he adds. “We try to keep our customers for life and the way you do that is by supporting them all the way through these projects. We’re now on the second round of projects from 20 years ago. Our reputation in this market is critical to us. We work extremely hard to maintain it.”

On Winning the Xcel Energy Efficiency Partner Award

“We’re thrilled to earn the Xcel Energy Efficiency Partner award because efficiency is at the core of what we do,” says Rich Fair, Lighting Specialist. “We put a lot of effort into helping our customers save energy and have had a significant impact on the market. We’ve been an Xcel Energy partner since 1990 and we’ll continue with that tradition.”



Find Out More

For more information about Conserve-A-Watt Lighting, please visit cawlighting.com.

For more information about Xcel Energy rebates, please visit xcelenergy.com.