

FINANCING CASE STUDY

Titan LED Generates Juicy Savings

Tight timeline is no problem with the right product & the right financing

THE CHALLENGE

Juicy Whip, the US' largest manufacturer of highly popular, traditional Hispanic beverages, had an internal mandate to complete an efficiency lighting upgrade by mid-February. In mid-January, however, the company had yet to identify and agree to terms with a lighting company.

In addition, while not actively looking to seek external financing, Juicy Whip had yet to determine how they were going to finance the lighting project.

THE SOLUTION

In the middle of January, Juicy Whip contacted Titan LED, one of the country's leading manufacturers of energy efficient lighting solutions. Titan LED, known for cutting edge, proprietary lights that consistently deliver 50 to 75% cost savings over traditional lighting, quickly got to work. To help its customers evaluate its lighting solutions, Titan LED partners with Noesis. Noesis, an independent 3rd party, helps Titan LED's customers make informed investment decisions about their lighting proposals and also provide the 3rd party financing that is often necessary for these projects to move forward.

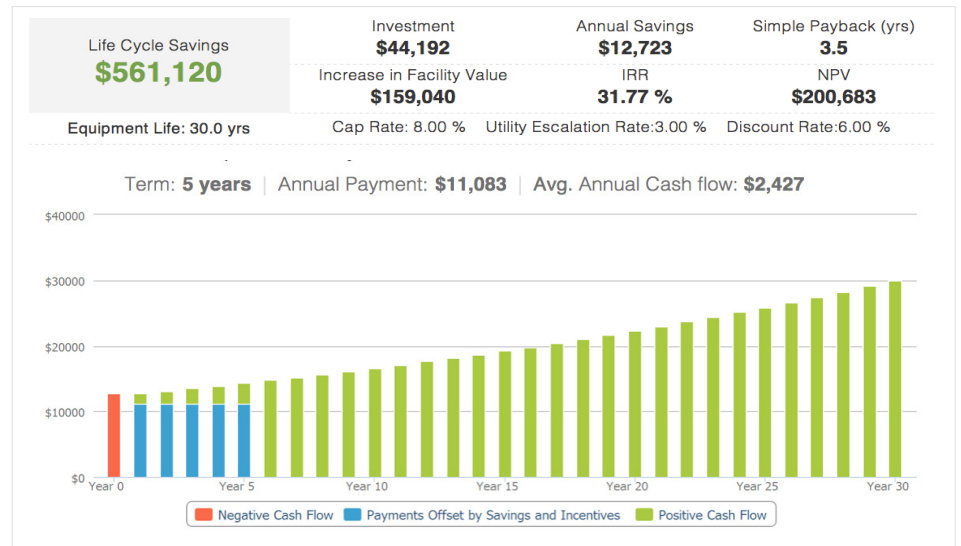
Not wasting any time, on January 16th Titan LED generated an **Efficiency Business Proposal (EBP)** using Noesis' online platform. The EBP provides a thorough business case analysis complete with cash flow modeling and 3rd party financing options. Titan LED quickly set up a call with Juicy Whip decision makers, where Titan LED presented their proposal and Noesis finance experts walked through the project's **3rd Party Investment Analysis** and further explained the project finance options.

THE RESULTS

The combination of Titan LED's technical and product expertise and Noesis' economic appraisal provided the information Juicy Whip needed to approve the project.

Additionally, while Juicy Whip had not set out to borrow the funds, they decided to take advantage of Noesis' 3rd party financing, despite the project's impressive 3.5 year payback. The economics of this project include monthly payments that are less than the energy savings making the investment cash flow positive on day one! Juicy Whip was approved for financing the following day, and within two days of approval the loan documents were delivered and signed

ECONOMIC SUMMARY



PROJECT SUMMARY

LED retrofit.

ABOUT TITAN LED

Titan LED is a California based OEM and manufacturer specializing in energy efficiency and clean tech lighting solutions. They offer a broad range of products designed to deliver substantial cost savings (from 50 to 75%) with life spans up to 90,000 hours. No ballast, no noise, low degradation, and high durability eliminating costly and wasteful maintenance expenditures.

“With Noesis, we can get project financing within a matter of days, which is integral to getting the project approved and completed within customer time frames so they may reap the benefits as soon as possible.”

—Glenn Dormer, Titan LED