



The Challenge

Operating 24/7 to contribute almost a quarter million barrels of oil daily to the U.S. fuel supply, Alon USA's refinery in Big Spring, Texas runs on a tight margin. Its plant operators are constantly challenged to find ways to improve efficiency and control costs. Electricity is a critical, controllable expense and congestion charges can increase spending significantly.

When the oil and fracking boom hit West Texas, Alon sought an electricity partner to limit its exposure to congestion charges and find creative ways to save. The refiner enlisted TXU Energy to help solve the challenge.

The Solution

TXU Energy agreed to create a custom electricity plan for Alon. Competitive pricing and a low congestion fee would be key components of the plan.

"TXU Energy was the one company that stepped up to help us with congestion charges," said Erik Selden, manager of planning and economics at Alon.

Alon could further maximize cost efficiencies by participating in the TXU GreenBack™ business rebate program, which gives corporate customers rebates for making energy-efficient improvements. Alon installed LED lights, which improved energy efficiency, lighting and safety in the plant.

The Results



Alon replaced incandescent & HID light fixtures with **energy efficient LED lighting** through the TXU GreenBack™ program

LEDs use



"Trying to get electricity from different parts of the state to here is more expensive than it used to be. What's more, the electricity companies we were dealing with didn't give us much support in managing congestion charges. TXU Energy delivered on all their promises during the bidding process. They have great customer service, support the local community, and offer a low price."

–Erik Selden, Alon USA



It costs you nothing to see if we can save you something.

Contact your business representative or email business@txu.com. See Alon USA tell their story at txu.com/alonusa.