



# Parkway Properties

## A Case Study: Slashing Energy Bills Through Environmentally Friendly Lighting Solutions



Within the last decade, breakthroughs in lamp and ballast designs have driven significant improvements in lighting efficiency, reliability, and quality. Given the fact that lighting systems account for more than one-third of the electricity used in the typical commercial or institutional facility, improvements in lighting efficiency can substantially reduce a facility's total energy cost.

These concepts were not lost on Parkway Properties, Inc., a leading self-administered real estate investment trust (REIT) specializing in operations, acquisition, ownership, management, and leasing of office properties. Headquartered in Columbia, South Carolina, Parkway manages over 7.2 million square feet of office space throughout the Southeast and officially launched their lighting upgrade process by enlisting the aid of Custom Energy LLC, a full-service energy service company (ESCO) based in Overland Park, KS. "The Parkway facility manager performed an audit of their facilities' lighting infrastructure and discovered that their lighting products were severely outdated by today's standards," commented Joe Hudak, Business Development Associate for Custom Energy. "As a result they were looking for energy-efficient and environmentally-friendly lighting solutions."

To optimally manage the extensive upgrades, which were planned for 29 of Parkway's 50 properties across 4.3 million square feet of facility floorspace, the project was scheduled for completion in two phases: 15 properties in the first year and 14 properties in the second year. Following a thorough audit of the properties, Custom Energy upgraded the buildings' predominant lighting system—2x4 3-lamp parabolic cube fixtures housing three F40 T12 fluorescent lamps driven by two magnetic ballasts—to a system comprised of custom-fit white reflectors, energy-

efficient Philips Advance electronic ballasts, and T8 fluorescent lamps from Philips Lighting Company. Overall, the project ultimately involved the installation of some 43,000 reflectors, 56,000 ballasts, and 112,000 lamps.

Upon completion, the upgrade resulted in a 46% savings in kWh consumption per fixture and is estimated to save the company over \$1 million in annual energy costs, driving a return on investment (ROI) in excess of 30%. As an additional by-product of the upgrade, light levels within the facilities rose by a pleasing 5-10% at the same time that the properties' annual energy consumption was reduced by 12 million kWh, a benefit which has the same environmental effect as the removal of 1,700 cars from U.S. roads or the planting of 3,478 acres of trees.

Aside from doing a great service to the environment, Parkway's upgrade will go a long way towards increasing the value of its properties. "We were very pleased with the completed work at our buildings," commented Jack Sullenberger, Senior Vice President for Parkway Properties. "The biggest benefit is the reduced energy consumption in the building, along with the now-uniform light levels present in the office spaces."

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## Project Overview

### End User:

Parkway Properties (Columbia, SC)

### Project Scope:

Lighting upgrade within 29 of Parkway's 50 properties  
(4.3 million square feet)

### Products Involved:

56,000 energy-efficient electronic ballasts by Philips Advance and  
112,000 T8 fluorescent lamps by Philips Lighting

### Energy Consultants/Lighting Designers:

Custom Energy LLC (Overland Park, KS)

### Annual Energy Savings:

Reduced kWh consumption per fixture by 46% and annual energy  
consumption by 12 million kWh

### Annual Energy Savings:

Reduced annual energy costs by \$1 million, driving a 30% return on  
investment and a roughly 3-year payback

A leader in the ballast industry for over 60 years, Philips Lighting Electronics N.A., based in Rosemont, Illinois, offers a full line of Philips Advance branded ballasts and drivers for fluorescent, HID, and LED light sources to the market's broad range of lighting fixture manufacturers and electrical distributors. For more information on Philips Lighting Electronics' complete product line and range of Smart Solutions™, visit our website at [www.philips.com/advance](http://www.philips.com/advance) or call us at (800) 322-2086



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Form No. CS-1180-R01 03/09

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