



Fashion Retailer

A Case Study: Slashing Costs with Lighting Upgrade



With a firm goal of reducing energy costs while maintaining light output, a well-known specialty retailer of men's, women's, and children's clothing and accessories recently undertook a lighting upgrade throughout its network of 1,000 stores nationwide. Assessing its lighting system, the retailer realized that significant energy and maintenance cost could be saved by upgrading from its use of 75-150W incandescent halogen lamps to a more energy-efficient configuration within its 5-8,000 square-foot stores.

Following extensive analysis by its in-house lighting design team in 2003, the retailer initiated the upgrades in early 2004, electing to pursue a strategy that many other retailers have also found to be extremely effective: conversion to metal halide technology. The retailer ultimately selected a combination of 70W Mastercolor® ceramic metal halide lamps by Philips Lighting Company driven by Philips Advance e-Vision® electronic HID ballasts, a system that is ideal for downlighting, accent lighting, and store displays.

"Metal halide is often an optimal choice for the retail sector based on the combined package of benefits it offers in the way of long life, energy efficiency, white light, and color consistency over time," confirmed, Specification Sales Manager for Philips Lighting Electronics N.A. Because 70W metal halide lamps consume only 70-80W compared to the 150W consumed by the halogen lamps previously installed in the stores, the retailer was able to reduce its energy consumption by nearly half. In addition, with metal halide lamps sporting 10,000+ hours of rated life compared to just 2-3,000 hours for halogen light sources, the retailer will benefit from the reduction in maintenance costs associated with less frequent re-lamping. Overall, the reduction in energy will save the retailer over \$2,300 in energy costs per store per year, which could ultimately amount to savings of

\$2.3 million annually once the retailer upgrades all of the stores within its chain. The retailer will also enjoy many of the exclusive features offered by Philips Advance e-Vision ballasts, including dual wattage lamp operation, automatic lamp power control and monitoring, IntelliVolt® multiple-voltage technology, enabling the ballasts' operation at any input voltage from 120 to 277 volts, 50/60Hz and allowing the retailer to stock fewer SKUs in inventory.

"This renowned and upscale retailer is clearly on the cutting edge as far as where lighting technology is going in the retail channel," said Philips Lighting Electronics Specification Sales Manager. "While they opted for a more expensive system up-front, they will benefit from reduced energy and maintenance costs as well as enhanced lighting quality over the life of those products. Based on the importance of lighting to their image, to the appeal of their merchandise, and to the look and feel of their stores, they are to be applauded for taking this progressive, longer-term "life cycle cost" approach to their lighting system."

Satisfied that the new lighting system has met all of its objectives, the retailer has mandated that the upgraded system be a standard installation within all newly-constructed stores and plans to remodel up to 10% of its existing stores to the new configuration each year.

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Project Overview

End User:

Specialty retailer of men's, women's, and children's clothing and accessories

Project Scope:

Upgrade of lighting system within the chain's nationwide network of stores

Project Timetable:

Lighting upgrade began in 2004 and will be on-going

Products and Suppliers:

Upgrades involved the conversion of 75-150W incandescent halogen lamps to a new system involving 70W Mastercolor® ceramic metal halide lamps from Philips Lighting Company driven by Philips Advance e-Vision® electronic HID ballasts Advance; the system also incorporated lighting controls by HUNT Dimming

Energy and Cost Savings:

Energy savings estimated at 5,175W (5 kW per store per year), for cost savings of roughly \$2,300 per store per year (or some \$2.3 million annually once the retailer upgrades all of its stores)

Other Benefits of Upgrade

- Maintenance cost reduction
- In a group relamping situation, relamping cycles will be cut in half-extended from once per year to once every two years

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 or call us at (800) 322-2086.



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