

CASE STUDY 8: Ann Gish Inc (NYC)



PROJECT SNAPSHOT

Customer	Ann Gish Inc
Space Type	Retail
Lighting measures	Retrofit halogen PAR38 bulbs
Project Cost	\$12,960
Incentives	\$9,072
Payback	5.3 months
Energy Reduction	73%
Yearly Savings	\$8,821*

* includes bulb change-out & AC savings

THE OPPORTUNITY

Ann Gish luxury bed linens are made from the most sophisticated fabrics including washable silk. To show off the color and quality of the fabrics Ms. Gish required lighting that is focused, had high CRI and could highlight the intricacy of the work on the fabric. Also, the showroom was very hot because of radiant heat from 145 PAR38 halogen lamps that were illuminating the beds and linens.

Starting situation:

- Halogen PAR38s (90W) – Showroom;
- Total electrical load for lighting was 13 kW;
- Annual consumption of electricity for lighting: 47,304 kWh
- Annual cost of electricity for lighting: \$9,461

THE SOLUTION

An audit of the existing lighting was made by LED Light Energy, followed by a review of the LED lamp options and the incentives that were available. Several LED products were showcased/tested in order to choose the right product design, color temperature and beam angle most suited to the application.

Final solution:

- Definity PAR38s – 2700K, 25° beam angle
- Energy load lowered to 3.5 kW, a reduction of 73%.
- Annual consumption of electricity for LED lighting: 12,614 kWh
- Annual cost of electricity for lighting: \$2,523
- The showroom temperature was notably more comfortable.
- The nuance of the different colors on each fabric improved dramatically.

