

CASE STUDY 9: Babette (San Francisco, NYC & Chicago)



PROJECT SNAPSHOT

Customer	Babette
Space Type	Retail
Lighting measures	Retrofit halogen bulbs
Project Cost	\$12,030
Incentives	\$6,196
Payback	6 months
Energy Reduction	84%
Yearly Savings	\$10,520 *

- includes bulb change-out & AC savings
- Used average kWh rate for Chicago, NYC, and SF

THE OPPORTUNITY

The management of Babette needed to improve lighting in their showrooms. They felt that the colors of the clothing were not showing off properly and that the color spectrum of their existing lamps was not adequate. They needed lamps with more punch and a better spectral/CRI performance. They also needed lamps that lasted longer and did not need frequent changing as some of their ceilings were high.

Starting situation:

- PAR30s (75W) – 3000K, 35° beam angle showroom; (floods)
- Total electrical load for lighting in the three stores was 15.23 kW;
- Annual consumption of electricity for lighting: 66,686 kWh
- **Annual cost of electricity for lighting: \$9,669.4**

THE SOLUTION

An audit of the existing lighting was made by LED Light Energy, followed by a review of PAR30 LED lamp options and the incentives that were available for each location. Several LED products were showcased/tested in order to choose the right product design, color temperature and beam angle most suited to the application and location (high or low ceilings).

Final solution:

- EnduraLED PAR30s (12W) – 3700K, 22° & , 36° beam angle (FL & NFL)
- Energy load lowered to 2.44 kW, a reduction of 84%.
- Annual consumption of electricity for LED lighting: 10,669.7 kWh
- **Annual cost of electricity for lighting: \$1,547**
- The store manager in NYC exclaimed: "The clothes appear to have much more dimension on the racks and colors are so true and vibrant. Love them!"

