

# CASE STUDY 5: Dennis Basso, 765 Madison Ave, NY



## PROJECT SNAPSHOT

Customer	Dennis Basso
Space Type	Retail
Lighting measures	Retrofit halogen bulbs
Project Cost	\$8,740
Incentives	\$6,118
Payback	3.75 months
Energy Reduction	80%
Yearly Savings	\$8,415 *

\* includes bulb change-out & AC savings

## THE OPPORTUNITY

Dennis Basso was seeking a solution to replace its halogen MR16s. The halogen lamps were failing frequently, the light was too “yellow” and lacked punch. It was generally concluded that the lighting on the merchandise (where it counts!) could be improved. The temperature in the showroom was uncomfortably high in all seasons. They needed a replacement that lasted longer, showed off the merchandise, and cooled off the showroom.

Starting situation:

- MR16s (50W) – 3000K, 25° beam angle showroom;
- Total electrical load for lighting was 9.5 kW;
- Annual consumption of electricity for lighting: 41,610 kWh
- Annual cost of electricity for lighting: \$7,906

## THE SOLUTION

An audit of the existing lighting was made by LED Light Energy, followed by a review of MR16 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. Particularly, the general manager was interested in trying cooler color temperature because he wanted the fabric to “sparkle.”

Final solution:

- EnduraLED MR16s (10W) – 4000K, 24° beam angle
- Energy load lowered to 1.9 kW, a reduction of 80%.
- Annual consumption of electricity for LED lighting: 8,322 kWh
- Annual cost of electricity for lighting: \$1,581
- The temperature dropped to a comfortable level in the showroom, and the thermostat setting was actually increased by 4 degrees as it no longer needed to offset the heat generated by the halogens.

