



## Commercial Case Study

# Ashley Furniture

## Putting a Spotlight on the Environment with GE HIR™ Plus Halogen lamps

Ashley Furniture Homestore operates two large furniture showrooms in Victoria and Coquitlam BC. Visible from busy nearby highways, both are situated in what has become the nucleus of furniture retailing in their respective communities. Quality of light for Ashley is critical to the effectiveness of their business, and minimizing their environmental footprint is top of mind for their forward-thinking management team.

### The Project:

The showroom in Victoria, which completed a lighting retrofit in 2008 with GE HIR™ Plus Halogen lamps, consists of over 50,000 square feet of space graced by 20' ceilings. Lighting for a space of this size is a significant cost for a retailer, considering it takes over 1500 bulbs to light the Victoria location alone. The previous halogen infrared lamps had a lifespan of only 6 months, meaning lights were on a frequent – and expensive – maintenance cycle. Ashley chose to keep their existing track fixtures, replacing only the bulbs. The goal? Find a lighting solution that consumed less power and reduced their maintenance costs. The solution? GE HIR™ Plus Halogen Lamps.

### Energy Efficiency Means a Better Bottom Line

Concerned about power use, both from a cost and environmental perspective, Kevin Miller, General Manager of these two Ashley Furniture Homestore locations, needed a lighting solution that would maintain light quality while reducing power consumption and maintenance costs. Ashley had been lighting their showrooms using 90 watt par halogen track lighting, and wanted to utilize the existing fixtures in their showrooms with a better value bulb. Working with Albrite Lighting in Victoria, Miller was quickly sold on the benefits of GE's HIR™ Plus Halogen lamps.

As Kevin Miller explained, "We're always looking for ways to improve operational efficiencies for our business. The GE HIR™ Plus Halogen lamps last 4200 hours and consume 60 watts per lamp, as compared to 2500 hours and 90 watts from the previous halogen PAR lamp. With a 40% longer lamp life at two-thirds the wattage, we're saving big on energy and maintenance costs."

Darren Zabel of Albrite Lighting of Victoria BC, worked closely with Kevin Miller on the Ashley lighting solution in the Victoria and Coquitlam locations. He added, "The HIR™ Plus Halogen lamp is 40% more energy efficient than standard halogen PAR lamps. The bulbs last much longer, meaning less power is consumed, fewer hours of maintenance are required, and half the amount of waste is ending up in the landfill. It was the perfect solution for Ashley, delivering the energy efficiency they wanted while maintaining light levels."



Ashley Furniture, Victoria, BC



Ashley Furniture Showroom after the GE Lighting Upgrade

"The GE product is superior to other HIR lamps I've seen so far. We get such great support from GE; they are easy to work with and provide tremendous assistance when we need it."

- Darren Zabel  
Albrite Lighting  
Victoria, BC



# GE Consumer & Industrial Lighting

Ashley took advantage of the BC Hydro Power Smart's Product Incentive Program for business, which provides financial incentives to help businesses make the move to more "power smart" products. GE HIR™ Plus Halogen lamps are eligible for incentives, so once accepted into the program, Ashley saved money on every lamp they purchased.

"The cost of lighting a showroom of this size is a significant recurring cost for Ashley. BC Hydro's Power Smart Product Incentive Program made it even easier for us to make the decision to go with the retrofit," explained Kevin Miller of Ashley Furniture. He added, "I'd estimate that we are saving, on average, 15% each month on hydro costs for the Victoria location alone by making the change to GE HIR™ Plus Halogen Lamps. With BC Hydro behind us, making the move to a more costly bulb is a lot easier."

## Quality Lighting is Key

Not only does the GE HIR™ Plus Halogen lamp deliver real savings, it is remarkable for its ability to deliver high quality light at lower watts than comparable halogen infrared products from other manufacturers. GE improved upon the original HIR technology with the addition of a silver reflector, instead of the aluminum reflectors used by previous HIR lamps. As a result, the GE HIR™ Plus Halogen lamp is 12% more reflective and produces more lumens per watt.

In fact, this lamp is one of the highest lumens per watt halogen par lamp on the market, and is particularly suited for retail and hospitality lighting, where high quality lighting is critical to the effectiveness of the display and quality of the customer experience. In fact, GE HIR Plus delivers a perfect 100 CRI. Kevin Miller of Ashley Furniture explained, "Lighting is part of our offer; we move product better if the showroom is well lit."

Darren Zabel of Albrite Lighting commented, "Any retailer will say they want to save energy, and many will make the mistake of going with a less costly lamp while also sacrificing light quality. With the GE HIR™ Plus Halogen lamp, the wattage is 40% less, while delivering virtually the same lighting punch (as expressed in lumens). You literally can't see a difference in light quality." Darren added, "The GE product is superior to other HIR lamps I've seen. We get such great support from GE; they are easy to work with and provide tremendous assistance when we need it."

## Lighting the Way to an Environmentally Successful Business

In addition to replacing the lighting at these two Ashley locations, the company has placed their heating systems on electronic timers, meaning they're not heating – or lighting – the building at night. They've also got a robust recycling program in the administration office, and we're always looking to have less impact on the environment.

The Ashley Furniture Homestore location in Victoria BC has become a showpiece for GE HIR™ Plus Halogen lamps. This new technology provides a real working solution for the customer, allowing them to achieve their energy efficiency goals while maintaining a high quality lighting solution. As concluded by Darren Zabel, Albrite Lighting, "We've sent other retailers to the showroom to see the product in action; sales of the GE HIR™ Plus Halogen Lamps have definitely increased based on visits to the showroom alone."

## Key Benefits of the GE HIR™ Plus Halogen Lamp:

Ashley achieved their energy savings goal and reduced their overall maintenance costs while maintaining a quality lighting solution.

The Benefits for Ashley Furniture included:

- Reduced cost of energy by 15% per month
- Increased efficiency over standard PARs by 55%
- Reduced labour in changing out the bulbs by 50%
- Reduced waste in landfill

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- Kevin Miller  
Ashley Furniture  
Victoria, BC



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