

Reduced energy consumption and improved light quality

Furnitureland South, High Point, North Carolina

The project:

Furnitureland South, one of the world's largest furniture showrooms, provides a world-class shopping experience for beautiful, well-designed furniture and accessories to customers worldwide. Located in High Point, North Carolina, Furnitureland South operates more than one million square feet of showroom space.

The light quality in their retail showroom had to maintain a desired ambience, while showcasing home furnishings, fabrics and finishes in their correct color. They also wanted to reduce their energy costs and be as sustainable as possible.

The solution:

They chose the Philips EnduraLED PAR38 17W 2700K lamp. Not only do they feel their showroom looks more dramatic, but their merchandise is now more visually appealing, and they are consuming less energy. With the utility rebates they were able to take advantage of, they are not only anticipating lower overall operational costs, but also a payback in 1.7 years.

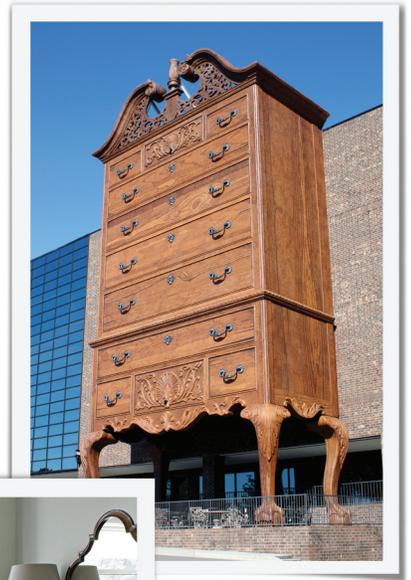
By replacing 15,000 60W Halogen PAR38s with 15,000 17W EnduraLED PAR38 lamps, Furnitureland South anticipates a great return on their investment.

- System wattage reduction = 645,000 watts less energy consumed (at 43 watts per lamp)
- Estimated annual energy cost savings: \$262,954*
- Utility Incentive = \$165,000
- Anticipated Payback = 14 months after rebate

The team:

Client: Furnitureland South
Philips LS&E: Michael Farrell

* Based on 15,000 lamps per space operating at 5,096 hrs/year at \$.08/kWh this 17W LED PAR38 with 1500 candela uses \$103,958 of electricity per year. This is a \$262,954 savings when compared to the \$366,912 required to run 15,000 60W, 1300 candela halogen PAR38 lamps over the same period.



Tony Moore
Purchasing Manager
Furnitureland South

"Furnitureland South researched and tested various LED (PAR38) lamp brands over a period of six months, considering all aspects before deciding to partner with Philips Lighting. This is a performance item, so we could not base our purchase decision on price alone. This was also a big investment and undertaking to implement, and we were especially pleased that factors such as lamp performance, warranty, rebate, and price worked out in favor of Philips Lighting. We are very familiar with Philips, and have conducted business with them for over 15 years, but did not allow that relationship to prevent us from considering other products. Of course, we were more at ease recommending a national brand like Philips to Furnitureland South's ownership. Another major contributor to our selection came from the confirmation that the Philips lamp we selected was on the ENERGY STAR® approved list. Having the Philips Sales Representative and the local Philips Lighting distributor (Mayer Electric) nearby also helped seal the deal."

FURNITURELAND SOUTH

est. 1969

PHILIPS