

**PHILIPS**

Case Study

LED lamps

17W LED PAR38 lamps



Our stories

# Ashley Furniture HomeStore, New Rochelle, New York, USA

## Customer Challenge

Proper lighting is critical in retail environments, especially for this popular furniture and home furnishings store. Existing halogen lights provided suitable lighting, but required frequent and distracting maintenance, added to energy operating costs, and conflicted with corporate environmental stewardship goals. Philips helped one site upgrade to LED lighting to help reduce energy costs and project an environmental image without distracting maintenance interruptions.



## A bright perspective helps shoppers create a beautifully furnished home

**The right lighting can direct attention, invite evaluation and motivate a retail purchase; and no one knows this better than Ashley Furniture HomeStore®. This popular furniture retailer has strong brand recognition across the US and internationally; known for providing quality, affordable furniture and home furnishings. At each location, interior designers carefully arrange thousands of floor samples to create a comfortable, inviting atmosphere that allows customers to imagine the furniture in real-life settings. Lighting quality and consistency are critical to setting the right tone and calling attention to wood tones and upholstery colors during the customer decision-making process.**



**“We really want customers to see the true wood tones and colors of the upholstery, and energy-efficient lighting from Philips is exactly the product to do this for us.”**

*– Tamer Tanius, Director of Merchandising*

Ambiance in the Company’s 27,000 sq. ft. New Rochelle, NY store was disrupted daily by burned-out halogen lamps, which negatively affected the store’s overall lighting intensity, quality and color. Maintenance crews were frequently tasked to replace the bulbs, sidetracking them from other activities and distracting customers and salespeople. The 60W halogen lamps also created heat, contributing to energy costs, while the resulting CO<sub>2</sub> emissions conflicted with the company-wide environmental stewardship platform instituted by parent company, Ashley Furniture Industries, Inc.

In the process of investigating lighting options to improve quality, reduce energy and maintenance costs, and promote a sustainable reputation, Ashley representatives were invited to the Philips Lighting Applications Center in Somerset, NJ. Here, the representatives were introduced to a number of lighting options, including some “we never knew existed” according to Tamer Tanius, Director of Merchandising at Ashley Furniture HomeStores. He continues, “Philips showed us different lighting solutions. Their deep knowledge of lighting...helped us pick the right one.”

The lamps chosen for the Ashley Furniture HomeStores, New Rochelle, NY location were the Philips 17W LED PAR 38 Lamps. “Lighting and color are everything in enhancing the look of (furniture),” says Rose Uitenbroek, an Interior Designer for Ashley Furniture. LED Lamps are an ideal replacement for conventional light sources like halogen, where vibrancy, tone and subtleties in colors and patterns are important parameters in an informed retail purchase.





#### Project Statistics

- Total number of lamps was 523
- Converted 60W Halogen lamps to 17W LED PAR38 lamps
- \$17,000 in estimated savings
- The estimated annual CO<sub>2</sub> emission reduction is 100,000 lbs (equivalent to 5,200 trees per year)
- Less than 1.5 year projected payback period

In addition to superior color consistency, crisp and bright lumen output and well-defined beams, the 17W LED Lamps use significantly less energy and last as much as 15 times longer compared to the existing 60W halogen lamps. So, by upgrading 523 lamps from halogen to the LED PAR 38 Lamps, the Ashley Furniture HomeStores site is expected to save about \$17,000 annually in energy costs, and also significantly reduce lighting maintenance costs and distractions on the showroom floor. Local utility-sponsored rebates added to the overall savings, helping to reduce the project's payback period to less than 1.5 years.

Environmentally, the reduced energy consumption is estimated to eliminate over 100,000 pounds of CO<sub>2</sub> emissions annually, which is equal to saving about 5,200 trees each year. "The Philips LED lamps give us an opportunity to increase our 'green' initiatives by cutting down on our energy costs as well as our labor," summarizes Jerry Cook, Director of Sales for Ashley Furniture HomeStore. "Also, by making the store brighter, the lamps give our customers a better sense of the merchandise, which creates a more positive shopping experience." Ashley Furniture HomeStore is planning future upgrades to Philips LED lamps in other U.S. stores.

1. Rated average life, based on engineering testing and probability analysis, is the time (hours) at which an average of 50% of lamps remain operational and 50% are not operational.

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— Jerry Cook, Director of Sales

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