

R E T A I L

*GE T8 SPX Lamps with Starcoat™
and Halogen-IR™*



“We actually improved store lighting and reduced the electric utility consumption.”

—Jim Radigan
Manager of HVAC/Energy Management
The Limited Stores

The Limited Stores enhance shopping atmosphere and save significant electric utility expense through GE Lighting retrofits.

My challenge was to reduce the electric costs without making the store darker,” said Jim Radigan, Manager of HVAC/Energy Management for The Limited Stores, a 620 outlet retail chain. “With this plan we actually increased light levels 10 to 12 percent, while using 25 percent less energy,” he said.

Radigan replaced old T12 fluorescents with new GE T8 SPX lamps with Starcoat.™ Previous 90-watt and 75-watt PARs were upgraded to GE 60- and 50-watt Halogen-IR™ spots and floods, respectively. The result was improved light color for better looking merchandise and a significant energy savings.

“We tried other manufacturers’ 60-watt PAR bulbs, but were not satisfied with reduced light levels,” said Radigan. “Our stores stand out over others in the mall because we’re much brighter, we know that’s going to draw the customer in.” The bright, inviting look is more than an aesthetic consideration, it is an extension of The Limited Stores’ marketing position.

The retrofit is under way in the company’s top energy-consuming locations. Along with new electrical and air conditioning regulation systems from GE Total Lighting Control, combined energy savings will be 30 percent of the gross electric utility expense of each location. “The results were better than I had expected,” said Radigan.



GE Lighting