

RETAIL
GE T8 Lamps with *Starcoat*
and HIR™ PARs



“It all started with a color rendering problem, something not acceptable in the apparel business. New lamp types solved the problem; GE lighting products are now standard for us.”

—Joan Santoro
Purchasing Agent
Liz Claiborne, Inc.

GE lighting products meet the demands of a major apparel company.

For a leading fashion company, lighting plays a major role in the selling of apparel and accessories,” said Joan Santoro, purchasing agent for Liz Claiborne, Inc. “We knew the importance of good lighting, but didn’t focus on it until we had color rendition problems in our showroom. For example, blacks and blues were hard to differentiate. When we had to find a new light source—to fit a new fixture in a remodeled showroom—we found a GE lamp that offered better color rendition. It also had a longer lamp life and was more energy efficient, very important features because we do all lamp maintenance in-house.”

Santoro then evaluated all company lighting. Based on the results, she began a program to replace the lighting in the Liz Claiborne corporate headquarters, the New York showrooms, warehouses in New Jersey and Pennsylvania—as well as many of the more than 200 Liz Claiborne, Inc. retail and outlet stores. She chose a combination of **32-watt GE T8 SPX fluorescent lamps with Starcoat™ technology, plus 60- and 100-watt HIR™, and new 50-watt PAR 30 HIR™ lamps.**

“We now have outstanding color rendition in all our facilities,” Santoro noted. “Working with our GE distributor, the conversion to GE lighting products offered a number of advantages to the company. **True color, energy savings, long lamp life and competitive prices; we can’t ask for any more from our lighting supplier.**”



GE Lighting

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