

GE Consumer & Industrial Lighting

HIR™ Plus Halogen PAR38s

You Can Get Less Than a One Year Payback Just By Changing A Light Bulb!



Product Overview

GE's next generation of HIR PAR38 Lamps are arriving. With increased demand for energy saving lighting alternatives, GE - the inventor of HIR technology - has developed another breakthrough ecomagination product within the Halogen product family.

GE Advantage

Although several companies offer PAR38 HIR lamps GE's HIR® Plus lamps will lead the industry in efficiency (LPW).

Product features & benefits

- Huge Cost of Light Savings
 - ... Less than a one year payback in most cases
- Up to 8,400 hour life
- Up to over 2X longer life than Std PAR38s
- Up to 55% more efficient than Std PAR38s
- Industry most efficient Halogen PAR38 lamps (LPW)

HIR™ Plus

PC	Description	Lumens	CBCP
90515	48PAR/HIR+/SP10	970	15500
90519	48PAR/HIR+/FL25	970	3800
90601	67PAR/HIR+/SP10	1500	22000
90602	67PAR/HIR+/FL25	1500	5000
90520	60PAR/HIR+/SP10	1260	19000
90529	60PAR/HIR+/FL25	1260	4700
90605	83PAR/HIR+/SP10	2030	30000
90606	83PAR/HIR+/FL25	2030	7000
71446	55PAR/HIR+/SP10	1120	17500
71598	55PAR/HIR+/FL25	1120	4100
90512	45PAR/HIR+/SP10	870	14100
90513	45PAR/HIR+/FL25	870	3500

HIR™ Plus XL

PC	Description	Lumens	CBCP
76142	53PAR/HIR+XL/SP10	940	15000
76143	53PAR/HIR+XL/FL25	940	3700

GE Halogen PAR38 Up Sell Logic:

Good			Better			Best					
Standard Halogen			HIR™			HIR™ Plus			HIR™ Plus XL		
Life = 2500 - 3000 Hours			Life = 3000 Hours			Life = 4200 Hours			Life = 8400 Hours		
<u>Watts</u>	<u>Lumens</u>	<u>LPW</u>	<u>Watts</u>	<u>Lumens</u>	<u>LPW</u>	<u>Watts</u>	<u>Lumens</u>	<u>LPW</u>	<u>Watts</u>	<u>Lumens</u>	<u>LPW</u>
120	1900	15.8	100	2030	20.3	83	2030	24.5	53	940	17.7
100	1500	15.0	80	1500	18.8	67	1500	22.4			
90	1310	14.6	70	1260	18.0	60	1260	21.0			
						55	1120	20.4			
75	1050	14.0	60	1050	17.5	48	970	20.2			
60	800	13.3	50	800	16.0	45	870	19.3			



imagination at work

GE HIR™ Plus Halogen PAR38s



How Much Can Be Saved By Using HIR™ Plus?

	Good	Better	Best
	STANDARD	HIR™	HIR™ Plus
Lamp Description	75PAR/H	60PAR/HIR	48PAR/HIR+
Lamp Life @120V	2500	3000	4200
Wattage	75	60	48
Lumens	1050	1050	970
LPW	14.0	17.5	20.2
Estimated Price Premium per lamp vs. STD		\$3.50	\$7.25
Lamp Cost Example (prices vary)	\$6.00	\$9.50	\$13.25
Annual Cost Per Socket			
Annual Lamp Cost (Price * Annual Op Hours / Lamp Life)	\$10.80	\$14.26	\$14.19
Labor (Labor Rate * Annual Op Hours / Lamp Life)	\$3.60	\$3.00	\$2.14
Electricity (Electric Rate * Lamp Wattage * Annual Op Hours)	\$33.75	\$27.00	\$21.60
HVAC Savings		\$0.74	\$1.34
Total Annual Operating Cost	\$48.15	\$43.52	\$36.60
Annual Savings Per Socket vs. STD		\$4.63	\$11.55
Cost Of Light Savings vs. STD		10%	24%
Simple Payback in Years		0.8	0.6
Return On Investment		130%	160%
ecomaginationSM			
Annual Kwh's	338	270	216
KwH's Reduction		(68)	(122)
KwH's Reduction %		-20.0%	-36.0%
Carbon Dioxide: CO2 Reduction (lbs.)		(94)	(169)

Assumptions:

Annual Operating Hours = 4,500, Labor Rate = \$2.00

Average Electric Rate = \$0.10 kwh

HVAC Savings = 1/3 watt for every 1 watt saved times the HVAC Coefficient .33 (from ASHRAE guidelines)

Simple Payback calculation = (Lamp Price Premium / Annual Savings)

For additional product and application information,
please consult GE's Website: www.gelighting.com

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