

*GE Genura™ Compact Fluorescent*



*“Genura™ has been a major contributor to our energy savings, our lighting quality and has generally enhanced our (hotel service) product.”*

—Ludwig Scherdel  
*Regional Director of Engineering  
InterContinental Hotel*

*GE Genura™ Compact Fluorescent Lamps save hotel chain almost 2 million dollars a year in energy costs.*

The InterContinental Hotel chain of London, England recently made an investment designed to yield **a 120% return in only 10 months**. The company replaced their incandescent reflector bulbs with state-of-the-art energy saving GE lamps.

InterContinental chose the new GE Genura™ Compact Fluorescent 23-watt Reflector. Ludwig Scherdel, Regional Director of Engineering said: “The payback was excellent... but best of all was the increase in light levels for our guests.” The Genura™ delivers a pleasing, warm light — perfect for retail spaces, offices and hotels.

And at just 23 watts, it provides more light than 75-watt R30 lamps — for superior energy savings.

The Genura™ also lasts an impressive 10,000 hours, five times longer than standard incandescent lamps. That’s another way it is able to deliver such a significant return on initial investment.

“Genura™ is our preferred lamp for the hotel...color rendering is good, light output is excellent...we like it extremely well,” said Mr. Scherdel.