

H O T E L

GE Genura™ Compact Fluorescent



*“We got all the advantages
of Compact Fluorescent
in a smaller, better
looking bulb.”*

— Jerry Costantino
*Assistant Director of Engineering
Sagamore Hotel*

*Landmark New York resort saves energy
costs and gets more light with 15,000 hour
GE Genura™ 23-watt Reflector Lamps.*

Superior attention to detail is what has made the Sagamore Resort Hotel in upstate New York a first class destination for over 100 years. So, when Robert Pope and Jerry Costantino of the facilities management staff specified new lamps for their remodeled fitness center, they chose the GE Genura™ Compact Fluorescent Reflector lamp.

“This area of the resort has the greatest public traffic, it serves both hotel guests and local members of our health club,” said Jerry Costantino, Assistant Director of Engineering. **“We wanted a long lasting, energy efficient lamp that cast a pleasant light and still looked good in the existing fixtures.”** The GE Genura™ fit the bill.

Designed with a smaller profile than most lamps it replaces, **the Genura™ eliminates the awkward, unattractive look some regular CFLs and R30 lamps have when placed in existing incandescent fixtures.** “They’re so much smaller, they fit better. It’s a nice finished look, this is a complete bulb,” said Costantino.

The GE retrofit plan cost-effectively enhanced the beauty and serenity of the Sagamore through excellent color rendering (82 CRI) less frequent lamp replacements (due to super long 15,000 hour life) and a predicted 360% return on investment.

The 23-watt Genura™ lamp provided more visible light than the 75-watt R30FL originally used, with a simple payback of three months. Said Costantino: “The new lamps are high quality: they light without hesitation and have the warmth of incandescent. Everyone was pleased. I would consider them for use throughout the resort.”



GE Lighting