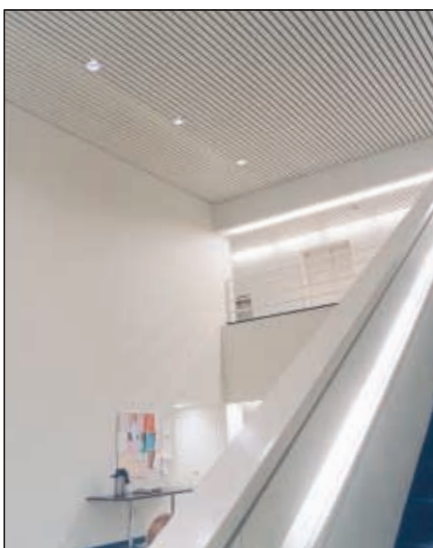
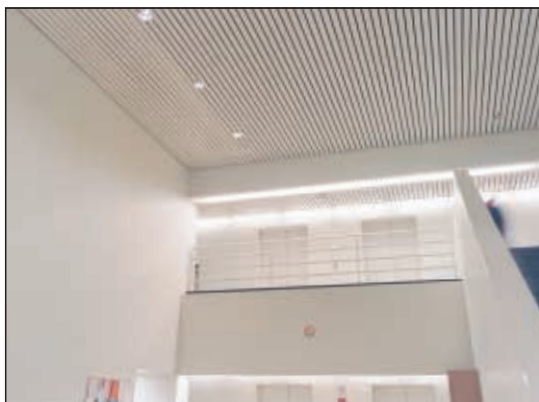


GE Genura™ Reflector Lamps

“We get 20% more light from the lamp and use 1/3 the energy. This is a win for our program to save energy on campus.”

— Jim Turner
Energy Management Group
University of Washington

New GE Genura™ 23-watt reflector lamp cuts energy use 66 percent, raises light levels 20 percent in university research building lobby.

A building boom at the University of Washington created pressure on local utility Seattle City Light to meet the increased need for electrical energy without adding new generation capacity. One way the utility decided to meet the demand was to set up and co-fund an energy conservation effort with the university on the 713-acre campus in Seattle.

“We examined all campus lighting from a conservation standpoint,” explained Jim Turner of the university’s Energy Management Group. “Lobby lighting in Hitchcock Hall, a medical research building, was included. Operated round-the-clock, we found the 75-watt R30 lamps weren’t energy efficient and the short 2,000 hour lamp life required ongoing maintenance.”

Turner evaluated the latest lamp technology and replaced all the 75-watt R30 lamps in the lobby with new GE Genura™ compact reflector lamps.

The 23-watt GE Genura™ reflector lamp is compact, provides 20 percent more initial lumens than a 75-watt R lamp and offers energy cost savings as high as 75 percent when compared to a 75-watt R lamp. It also offers the longest lamp life of any compact fluorescent, 15,000 hours, and offers excellent color rendition (82CRI). “The new lamp was an easy one-for-one replacement, even at a 19 foot mounting height,” Turner noted. “It fit the existing fixture, could be changed from the ground with a lamp pole and the extended lamp life cut back significantly on lobby lighting maintenance in Hitchcock Hall.”



GE Lighting