

I N D U S T R I A L
GE Genura® Reflector Lamps



“Energy use is down over 75% and we will get a utility rebate; plus the employees are happy. That’s a winning combination.”

—Fred Freeman
Manager, Purchasing & Inventory Control
Omni Pure Filter Company

New GE Genura® 23-watt reflector lamp cuts energy use 75 percent, maintains quality inspection conditions for manufacturer.

Quality control inspection is a key step in the manufacturing process at Omni Pure Filter Company in Caldwell, Idaho. Omni Pure produces taste and odor removal filters under their own brand name, as well as supplying filters to manufacturers of complete filtration systems.

“We used 100-watt A-Line frosted incandescent lamps, both standard and rough service styles, in swing arm fixtures as the light source for our inspection stations,” explained Fred Freeman, Omni Pure’s manager of purchasing and inventory control. “However, round-the-clock, six and seven day a week operation put heavy demand on the lamps resulting in a high failure rate. Plus, the lamps created a very hot work environment for the employees.

Freeman evaluated the latest lamp technology and conducted a series of tests, 14 days at a time, on a variety of alternative light sources. Based on the results of these tests, plus a study by his local lighting supplier, he replaced all 60 100-watt coated incandescent lamps with new GE Genura® reflector lamps.

The 23-watt GE Genura® reflector lamp is compact, provides 20 percent more light than a 75-watt R lamp and offers energy 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 excellent color rendition (82CRI). “The Genura® lamp offered a number of advantages over the other lamps we tested,” Freeman noted. “It saves 77 watts per fixture, fit the existing fixture, qualified for a utility company rebate of over \$3,000 and easily met company criteria for cost payback. Finally, the employees are very happy with the new lighting, light levels remained constant and the lamp is much cooler to work under, plus the maintenance manager is happier now because he is no longer constantly changing lamps.”



GE Lighting