

GE Genura® Compact Fluorescent Lamps



*“We got greater light output with increased energy savings in all our guest hallways.”*

—Henry Peters  
Assistant Chief of Rooms  
Marriott Marquis, NYC

*Increased light and lower wattage of GE Genura® Compact Fluorescent lamps offer prestigious hotel a dynamic lighting solution.*

Marriott Marquis Assistant Chief of Rooms Henry Peters was looking for a way to improve lighting levels in guest hallways throughout the hotel. The well-known Marriott Marquis Hotel in New York City offers guests a wide range of amenities throughout its 50 floors. With 1,919 rooms, a glass atrium, a full-size Broadway theatre on the third floor and a revolving restaurant on the 49th floor, the Marriott Marquis delivers a high level of beauty and security to its guests.

“The Marquis is the biggest hotel in the Marriott chain,” explained Peters. “So when our GE Lighting distributor suggested that we try GE Genura® lamps in the hallways on our room floors, we decided to test them on one floor for two months.

“The Genura® quickly proved itself, increasing light around room entrances and elevators where high light levels are so important in making guests feel safe. After comparing that area to the rest of the hotel, even our housekeeping staff commented on how bright and well-lit the floor appeared.”

The new bulbs were quickly approved, and have now been installed on most of the room floors. Aside from the higher light levels, replacing the existing 28-watt compact fluorescents with the 23-watt Genura® has also reduced energy costs.

“The bulbs have been operating throughout most of the hotel hallways for over a month, and we are very satisfied,” said Peters. “The Genura® came highly recommended to us from other hotels in the Marriott chain—we were not disappointed with the results.”



GE Lighting