



*“Anytime we can conserve energy, cut expenses and protect the environment, we do it. We did it all just by switching to Genura® lamps.”*

— Steve Eddings  
National Energy Manager  
CKE Restaurants

*Genura® 23-watt CFL Reflector saves energy, earns nine-month ROI for national restaurant company.*

Energy efficient management is an ongoing commitment for CKE Restaurants. That’s why GE Genura® lamps were installed in all company-operated California, Oregon, Washington, Arizona and Utah Carl’s Jr. locations.

“Our corporate philosophy is to conserve energy as a way to help protect the environment,” explained Steve Eddings, CKE Restaurant’s National Energy Manager. “During a major remodeling, we installed energy-efficient T8 and compact fluorescent (CFL) lamps, plus new electronic ballasts; LED lamps in all exit signs; and 50-watt PAR20 lamps in the track lighting of the majority of our locations. However, we soon found that the 50-watt lamps weren’t energy-efficient, required constant replacement because of poor lamp life and generated excess heat—all problems in a restaurant environment.”

Eddings evaluated the latest in lighting technology and, at the suggestion of his GE representative, tested the GE exclusive **23-watt Genura® CFL Reflector lamp** for the application.

“We found the Genura® lamp offered a number of advantages,” Eddings said. **“We could reduce energy consumption over 50 percent—raising light levels 15 percent—extend lamp life to 15,000 hours (longer than any other CFL) and use the existing track lighting fixtures...something other alternatives didn’t offer.**

“And our economic projections indicated a **nine-month return-on-investment (ROI)—just from reduced energy expense. And that translates directly to our bottom line. This so impressed our Phoenix franchisee that he relamped all of his locations with Genura® lamps.**”

CKE ultimately replaced over 11,000 50-watt PAR20 lamps, in all corporate restaurants, with 23-watt Genura® reflector lamps. “We try to stay ahead of the curve and use the latest in technology to save energy, money and the environment,” said Eddings. “We certainly did it all this time.”



GE Lighting