

*GE Ultra Watt-Miser®
Fluorescent Lamps with Starcoat™*



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GE Ultra Watt-Miser® lamps
and ballasts cut energy use
almost 50 percent with no drop
in light levels.”*

— Tom Buser
Divisional Vice President of Facility Services
Kmart Corporation

*Kmart relamps California stores with
new GE Ultra Watt-Miser lamps,
saving enough energy to light more
than 11,000 homes.*

Kmart strives to provide a convenient quality-shopping environment while operating more than 2,100 stores across the United States and in the Caribbean Islands as an EPA Energy Star® Building Partner.

“Energy deregulation in California generated a dramatic increase in energy costs in our stores,” explained Tom Buser, Kmart Divisional Vice President of Facility Services. “In order to maintain our business and serve our customers needs we looked for a way to conserve energy, while providing a quality retail environment in our stores.”

Kmart tested new 30-watt **GE Ultra Watt-Miser** fluorescent lamps with Starcoat™ technology and **Ultra Watt-Miser ballasts** in two Detroit stores, replacing all existing 8-foot fluorescent lamps and ballasts. **The new GE lamps offer better color rendering, as well as 94 percent lumen maintenance over the life of the lamp.**

“Our test showed that we reduced energy use almost 50 percent per fixture while maintaining light levels at both stores,” Buser noted proudly. “When we reported the test results and projected energy cost savings to our CFO, Martin Welch, he said to begin group relamping all our stores as quickly as possible.”

To expedite the **Ultra Watt-Miser** relamping effort in 85 of its stores in California, Kmart was awarded a \$2 million Energy Reduction Grant from the California Energy Commission. Through this program, Kmart is demonstrating that energy efficiency offers a less expensive, faster and more environmentally friendly solution to California’s energy problems.”



GE Lighting