

GE T8 Lamps with 



“When we leave town we don’t want to have to come back to change a light bulb. So, product quality and performance are very important to us.”

— Jim Becker
Director—Key Accounts
Energy Masters



GE Lighting products provide proven performance, product reliability for Energy Service Company.

Energy Masters, an Energy Service Company (ESCO) in St. Paul, Minnesota, has provided solutions to business and industry customers, seeking better control of facility costs and environments for over two decades.

“We are a subsidiary of Minneapolis-based Northern States Power Company, but we do business all across the U.S.,” explained Jim Becker, Director of Key Accounts. “We have our own lighting crew, so when we finish a project and move on, it isn’t economically prudent to go back to change light bulbs. **So proven lamp performance and product reliability are very important to us. We’ve been very pleased with GE.**”

To illustrate the extent of the Energy Masters operation, Becker explained that his company retrofitted 150 locations of a mass merchandiser, all around the U.S., using a broad range of GE T8 fluorescent products, including **SP, SPX and SP41 lamps with Starcoat™ technology.**

The company works with a GE distributor in St. Paul, to fill lamp requirements on a short lead-time basis before beginning a project. Distributor outlets elsewhere may also be used should additional GE lamps be needed to complete the project, or to fill an unanticipated lamp requirement.

“Reliability, proven performance and product availability—plus outstanding customer service—are all very important to us,” Becker noted. “As I said before, it simply isn’t cost-effective for us to send a crew back to a community just to change one or two light bulbs.”



GE Lighting