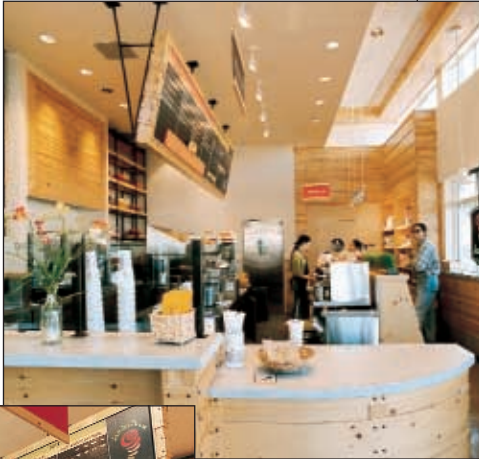


Halogen-IR™/Constant Color® Precise™ MR16



“We created a leading edge store lighting design, and still met Title 24 requirements.”

—Jim Benya
Principal

Benya Lighting Design

California juice stores use GE Halogen lamps in new, energy efficient retail lighting design.

Juice bars have replaced cappuccino emporiums as the next big wave in food and beverage retailing. Rapidly expanding Jamba Juice, a six-year-old California-based group of 20 plus stores, is leading the wave and wanted a new store lighting design to help it keep its position in this dynamic market.

“A bright, warm, contemporary design, but one that met the state’s two watts per square foot Title 24 maximum and adapted it to all types of retail space, was what Jamba President Kirk Perron and Director of Construction Mike Wilhelm wanted,” said Jim Benya, principal, Benya Lighting Design.

The lighting designer chose a combination of 50- and 100-watt GE Halogen-IR™ lamps to illuminate the food prep and retail display areas, as well as 50-watt GE Constant Color® Precise™ MR16 lamps for display lighting.

Jamba Juice got crisp, white light, energy savings, and a lighting design that adapts to all new store locations. “One lamp family gave me what I needed for this design and was critical in meeting Title 24 requirements,” Benya noted.



GE Lighting