

GE HIR™ PAR Lamps

“We wanted a light source that gave us better color rendition, plus one that wouldn’t fade the merchandise. The HIR lamp we chose met the criteria and gave us a two year ROI.”

— Steve Western
Supervisor

Maintenance—ZCMI Department Store

New GE HIR™ PAR lamps meet demands of Utah department store.

Downtown Salt Lake City’s oldest department store, the 400,000 square-foot ZCMI, incorporates many retail merchandising approaches in presenting dynamic product displays to its customers.

“The standard for merchandise lighting in the store was 200-watt incandescent lamps mounted in recessed ceiling fixtures, each with a lens cover,” explained Steve Western, maintenance supervisor.

“Over time, we found that the lamp couldn’t provide the dynamic retail environment that today’s customer expects. In addition, we noticed merchandise in the furniture department—as well as the men’s and women’s clothing departments—faded after long exposure to these lights. This wasn’t acceptable.”

After Western evaluated alternative light sources, his GE distributor suggested switching to **new 60-watt GE HIR™ PAR38 lamps**. **The new GE lamp offers crisp, white halogen light, excellent color rendering and is an energy-efficient light source.**

“We’ve already replaced over 150 200-watt incandescents with the new GE 60-watt HIR PAR lamps,” Western noted. “It was immediately apparent that **the new GE lamps added a dynamic new look to the china and furniture departments**; both customers and store management are pleased with the change. **We are now replacing all remaining 200-watt incandescents in other departments with the same light source. We expect to earn a two year return-on-investment (ROI), just from the energy savings these new lamps provide.**”



GE Lighting