

GE Quartzline® Halogen PAR Lamps



“We needed a light source that would show the true colors, intricacy and craftsmanship inherent to a quality hand-knotted rug.”

– Zaki Khalifa
 Owner
 Zaki Oriental Rugs

GE Quartzline® Halogen PAR lamps light acres of quality rugs.

Zaki Oriental Rugs’ carefully planned showroom in High Point, North Carolina, displays the **largest selection of fine imported oriental rugs** in the country. The 100,000 square-foot facility opened in 1997, the 20th anniversary of the company.

“We knew that lighting was important to our customers in making their selections, so we took a section of our warehouse and tested lighting designs and sources,” said Jameel Khalifa, Zaki’s Operations Manager, adding that “...the **GE lamp gave us precisely the look we needed.**”

A total of 4,000 250-watt GE Quartzline® Halogen PAR floods are used as downlights to provide crisp, white light, and a uniform light field, throughout the showroom. Dimming controls are used in each section to conserve energy, and lights are brought up to full power when customers are escorted to a specific area of the showroom. **Clarity of color, intricacy of design and craftsmanship dramatically spring to life.**

Zaki Oriental Rugs is located in “The Furniture Capital of the World,” and everything about the business—location, merchandise and customer demographics—requires the very best lighting available. **GE Quartzline® lamps help to maintain Zaki’s reputation for quality and attention to detail.**



GE Lighting