

*“The increased brightness  
and enhanced color has improved  
the general morale in our  
shop two-fold.”*

—Chris Witham

Technical Operations Manager

Cleveland Track Material, Inc.



Before



After

*Manufacturer changes to crisper,  
whiter GE ChromaFit™ lamps without  
the expense of new fixtures.*

You may not realize what a major difference lighting color can make in a manufacturing facility, but Chris Witham does. As Technical Operations Manager for Cleveland Track Material, Inc., he has literally **seen the difference** quality color rendering can make in daily manufacturing operations.

Cleveland Track switched from high pressure sodium lamps to new GE ChromaFit™ bulbs. The old lamps cast a yellow/orange light throughout the plant. The new GE ChromaFit™ lamps produce a more pleasing, crisp white light. And everyone has noticed the difference.

Workers in the plant appreciate the improved mood from whiter light. “It’s more like daylight,” said Witham. And company executives enjoy the difference they notice when showing customers around the facility.

Said Witham: “We switched because of the quality of the light, the energy economy, the superior color rendering and long lamp life.”



GE Lighting