

GE ConstantColor CMH™ Lamps



“Switching to GE ConstantColor CMH™ lamps reduced lamp maintenance over 90 percent, while adding brightness and sparkle to the mall.”

—Michael Jones
Operations Manager
The Howard Centre

New GE ConstantColor CMH™ lamps create dynamic retail environment in London shopping mall.

The Howard Centre, which incorporates a railway station in London’s Welwyn Garden City district, is a nine-year-old, two-story, 60-store enclosed shopping mall—serving both the local community and railway commuters.

“We use 70- and 150-watt metal halide lamps for general lighting in the enclosed mall,” explained Michael Jones, Howard Centre’s Operations Manager. “Long operating hours, as much as 23 hours per day in some areas of the mall, generated a number of lamp problems. Lamp life was very short—maintenance was constantly replacing lamps. We also encountered color problems at the end of lamp life; many lamps turned yellow or green before burning out, creating a poor retail look.”

Jones looked for an alternative light source, but was told by his lighting supplier that he was using the best product available. However, when the local GE Lighting representative visited the mall and saw the problem, he suggested switching to **ConstantColor CMH** (ceramic metal halide) lamps.

GE ConstantColor CMH lamps feature crisp, white “halogen-like” light quality, with consistent color over life and excellent color rendering (85CRI). They offer HID operating efficiency, up to 95 lumens per watt, and lamp life of 9,000 hours—three times longer than halogen.

Howard Centre replaced all existing metal halide lamps with **102 70-watt and 98 150-watt GE CMH lamps**. “The new lamps instantly enhanced the look of the mall,” Jones noted proudly. “Merchant reaction was positive and, after some redecoration, many patrons couldn’t believe Howard Centre was nine years old. Finally, we’ve only changed two lamps in six months, a 90 percent decrease from before. With these results, associates at other malls are now considering using the same GE lamps.”



GE Lighting