

LED LIGHTING CASE STUDY

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Golden Gate Hair Co., Lafayette, CA

The Situation

Golden Gate Hair Company is a barber shop and salon that prides itself on first rate Barbering from straight edge shaves to old timer cuts to the newest fashion trends and precision cuts for women. Mark Carrabello, barber and owner, was very interested in the benefits of converting the shop lighting from incandescent bulbs to LED bulbs. Converting the shop lighting to LED-based lighting would bring an immediate and significant savings to the barber shop. In addition, some of the incandescent bulbs would change color as they aged, which affected the quality of the lighting and color work by the stylists.

The Solution

Because of his interest in saving money, improving the quality of the shop lighting, and solving color rendering issues, Mark considered the financial scenario offered by LED Light Technology that would produce an 83% reduction in power consumption, eliminate maintenance expenses, lower their carbon footprint, increase lighting quality, and improve their color rendering.

LED Light Technology proposed to convert each bulb to an energy efficient LED bulb, reduce power consumption, dramatically increase bulb life, and provide a full spectrum of clean, white light.

The proposed payback period was 12 months and maintenance expenses would be eliminated for at least 10 years and 22 years in other areas. The net cost to the shop was approximately \$1,000 and waiting for a rebate or incentive from the local electrical utility was not cost effective.

Installation of the bulbs was on a one-for-one replacement basis and no new conduit or wiring was required to install the LED bulbs.

The Result

Over \$18,000 in total savings over the rate life of the bulbs.

Electricity savings of over \$750 per year (3,211 kWh/Yr).

Over \$1,000 in annual savings.

Lighting energy consumption reduced by 83%.

Owner's return on investment of 1792%



Solution Overview

Company: Golden Gate Hair Co.

Profile: Barber shop and hair salon in Lafayette, CA.

Challenge: Convert incandescent bulbs to energy efficient LED bulbs from LED Light Technology to save energy and improve shop temperature control.

Solution: New LED tubes reduced annual power consumption by 83% and paid for themselves in 12 months.

Result: Dramatic reduction of operating expenses, an ROI of 1792%, no maintenance for at least 9 years (much longer in other areas), and overall savings of over \$1,000 per year.

EQUIMCO

Representatives for LED Light Technology

