

Project: Braxton's Animal Works

Highlights: First Philadelphia Retailer to Retrofit with LED Lights

Address: 620 W Lancaster Ave, Wayne, PA 19087

Owner: David Braxton (www.braxtons.com)

LED Installation: 2009



87% SAVINGS

Opportunity Lighting plays a critical role in a retail environment - it must be bright enough to showcase products, but warm and inviting for shoppers. At *Braxton's Animal Works*, the lighting scheme was poorly designed, creating shadows and leaving little flexibility to highlight products. When Braxton's decided to upgrade its lamps to improve lighting quality, they also wanted to reduce the energy used by the inefficient halogen, HID and spot lighting. With an electricity rate of \$.12/kWh, the annual lighting cost was over \$9,137.

Solution Independence LED partner LED Savings Solutions approached Braxton's with a solution to retrofit the existing fixtures with a combination of high-efficiency LED tubes and PAR lamps. The new LED lamps produce an outstanding 87% energy savings and deliver a more consistent and better quality light than the previous fixtures. "I was unsure whether LED lighting could maintain the nostalgic feel in our 100-year old barn that houses the retail store. However, after seeing the color versatility and the design capabilities that LEDs have to offer, it was a no-brainer. Now I'm saving over \$7,000 a year and my store looks better than ever," touts owner David Braxton.



Annual Operating Costs



Results Reducing the fixture wattages in the fixtures resulted in an annual energy savings of \$7,801. The estimated lifetime energy savings is \$245,587. With historical 3% average annual increase in energy cost and reduced bulb replacement and maintenance labor, the lifetime savings is over \$260,000. This project payback was under 3 years and had an ROI of 34%.