As Mary McEnaney prepared to move her insurance business to much larger offices, her objectives for her new lighting system were to have a more energy-efficient, higher quality (and quieter) source of light than in her previous location. Cree helped make it so.

- Quieter, more consistent light
- No increase in energy costs, despite moving into much larger offices
- One of the first “green” businesses in the community
SOUTH WINN: BENEFICIARY OF A ‘GREEN’ SOLUTION

OPPORTUNITY

Mary McEnaney had several objectives in mind regarding the lighting system that would be installed in her new location. Most immediately, McEnaney, owner of South Winn Insurance Services in Calmar, IA, wanted to lose that hum — that sound emitting from the ballast of her fluorescent lighting that her clients had sometimes commented on.

That hum needed to go — that and the flicker, both of which, says Angie Einck, a South Winn employee and Mary McEnaney’s oldest daughter, had started to seem almost normal — but not in a good way.

Certainly, the hum and the flicker were on the way out. Mary McEnaney wanted a higher-quality lighting system in her new offices — one that would offer more natural and consistent light than the system at the old location. It also had to be an energy-efficient solution.

In sum, McEnaney wanted to transition from fluorescents to a brighter, “greener” future — which, of course, meant an LED lighting solution.

SOLUTION

With the help of Angie Einck, Stephanie McEnaney, an interior designer and Mary’s youngest daughter, was in charge of outfitting the new offices, and she brought on board LED Source®, an international solutions provider of high-quality LED lighting, to help research the right solution.

In consultation with Stephanie, LED Source selected Cree® CR24™ LED troffers to place in the offices and Cree LE6™ LED downlights for the hallways and conference room.

The CR24 luminaire provides higher-quality light, longer life and greater energy savings than comparable fluorescent options — all without toxic mercury. Its compact, lightweight design easily accommodates recessed, surface-mount or suspended installations, making it perfect for use in commercial new construction or retrofit applications.

The LE6 adjustable LED downlight delivers 500 lumens of exceptional 90+ CRI light while achieving over 41 lumens per watt. This is done by combining the high-efficacy and high-quality light of Cree TrueWhite® Technology. The LE6 fixture is available in warm or neutral color temperatures and can be adjusted from 10° to 30° for smooth wall washing. It easily installs into most standard six-inch recessed IC or non-IC housings.

BENEFITS

It was Mary McEnaney’s goal to pay the same monthly electric bill in her new location as she had been in her old one, and she is — even though her new offices are nearly three times the size of the previous ones. And the quality of the lighting is markedly improved.

“The LED lighting is natural and crisp without any unwelcomed side effects,” says Angie Einck.

Cree TrueWhite® Technology is a big part of the reason why. Cree TrueWhite® Technology is a revolutionary new way to generate white light with LEDs. The technology is simple but effective. It delivers high efficiency with beautiful, warm color characteristics by mixing the light from unsaturated yellow and red LEDs. This unique approach enables color management to maintain high color consistency over the life of the product.

South Winn Insurance has installed ENERGY STAR®-qualified fixtures and lamps. ENERGY STAR® is a standard for energy-efficient products established in 1992 by the Environmental Protection Agency and the Department of Energy and now adopted by countries around the world.

The products selected, including those from Cree, helped South Winn receive a $4,400 rebate from Alliant Energy. McEnaney anticipates saving $3,000 annually in energy and $1,600 annually on maintenance.

Of particular satisfaction to the McEnaneys was that South Winn Insurance has earned the distinction of being one of the first “green” businesses in the Calmar community.

McEnaney says she believes the LED lighting has helped improve South Winn’s relationships with its clients — comments have all been positive — and with the community as well. Taking this green initiative has drawn attention, and very soon after opening the new offices she had already rented out the offices and apartments on the floor above.

So while there’s no longer a hum emanating from the ballast, there’s a buzz around town about South Winn Insurance.

Having worked under various fluorescent bulbs for the last 25 years in my insurance business, it is a true pleasure to work under the natural bright light of the LEDs.

Mary McEnaney, Owner, South Winn Insurance Services
“The LED lighting is natural and crisp without any unwelcomed side effects.”

Angie Einck,
South Winn Insurance Services
IN THIS CASE STUDY

CR Series
TROFFERS
- L 47.7" x W 23.7" x H 4.9" or
  L 47.7" x W 11.7" x H 4.9" dimension
- 2200 - 5000 lumens; 22 - 50 watts
- 90-110 LPW
- 90 CRI
- 3000K - 4000K CCT
- 120-277 VAC
- Up to 50,000-hour lifetime with standard
  or 75,000-hour lifetime with HE option
- 0-10V dimming to 5%, step level to 50%

LE6™
DOWNLIGHT
- 10"x9"x9"
- 500 lumens, 12 watts
- 90 CRI
- 2700K - 3500K CCT
- Up to 50,000-hour lifetime
- Dimming to 20%

Cree TrueWhite® Technology
begins with the highest performing
commercially available LEDs. Cree TrueWhite® Technology
mixes the light from red and
unsaturated yellow LEDs to
create beautiful, warm, white
light. This patented approach
enables color management to
preserve high color consistency
over the life of the product. Cree
TrueWhite® Technology also
enables a CRI of at least 90 while
maintaining high luminous efficacy
- a no compromise solution.

PARTICIPANTS
End User: South Winn Insurance
  Services
Design: Stephanie McEnaney and
  Angie Einck
Architecture: Hageman Builders
Electrical Contractor: Marv Smith
  Electric
Lighting Distributor: LED Source
Cree Rep Agency: LED Source

Join the LED Lighting Revolution.
Learn more at: www.cree.com/lighting | info@cree.com | 800.236.6800

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