



Retail - Upgrade

Augusta Paint & Decorating Staunton, VA

At this Benjamin Moore® paint store, color is what they sell. With the newly-installed Cree® CR24™ architectural LED troffer, co-owner Lesley Merritt now sees the same color and light quality across her entire store — while reaping the benefits of substantial maintenance and energy savings as well.

- Quieter, more consistent light
- Lighting energy usage reduced by 64 percent
- Decreased the number of light fixtures by 36 percent



WITH CREE'S LED LIGHTING, PICKING PAINT COLORS NO LONGER RESULTS IN PIGMENTS OF THE IMAGINATION

OPPORTUNITY

According to Benjamin Moore store co-owner Lesley Merritt, although paint is what customers leave with, color is what they sell. Since the illumination source can affect the perception of color, it's critical for a paint store to have a lighting solution that renders colors in their true form.

And because an appealing environment is essential in retail, getting rid of the humming and flickering from the current fluorescent lighting would go a long way towards improving the overall customer experience.

According to Merritt, "With the current [fluorescent] lighting, very often when you go to replace bulbs, they're not the same color as the bulbs you had in before and there is some mismatch. As they go bad, they flicker, and then to get them changed we have to have a person come into the store...to have them changed out, and it happens frequently."

Choosing a new lighting solution for her store was an important decision. Lesley wanted to rest easy knowing that her customers would see the same great color at home as they did in her store. So when it came time to replace the store's temperamental fluorescent fixtures, she turned to Cree.

SOLUTION

In evaluating a new lighting solution, not only was Merritt looking for superior color accuracy, her objective was to be more efficient and spend less time managing the lights. Energy efficiency was a requirement as well, not only from an environmental stewardship perspective, but also because it would save on the business' bottom line.

To meet all these needs, Lesley Merritt had to look no further than the Cree CR24™ architectural LED troffer.

Powered by Cree TrueWhite® Technology, the CR24 LED troffer provides an unrivaled combination of 90 CRI and up to 130 lumens per watt efficacy. This proven, revolutionary technology provides superior color accuracy with bright, beautiful light characteristics and consistent color temperature — drawing out the naturally vibrant colors of the paint.

The high efficacy and longevity enabled by Cree TrueWhite® Technology allow the CR24 troffers to offer a no-compromise solution to fluorescent lighting — consuming significantly less energy than a comparable linear fluorescent and delivering quality of light with more than twice the lifetime.

Designed to last from 50,000 up to 75,000 hours and backed by an industry-leading 10-year limited warranty, this near maintenance-free lighting solution gives Merritt the freedom to service her customers rather than her lights.

BENEFITS

In all, the new lighting solution replaced 28 T-12 fluorescent tubes with just 18 Cree CR24 luminaires — a 36 percent decrease in the number of fixtures needed to light the store. Lighting energy use is also projected to decrease 64 percent — from 2200 watts to 800 watts.

Not only can Lesley enjoy the higher quality light, longer life and greater energy savings over the previous fluorescent solution, but the hum and flicker no longer greet her as she arrives at the store.

According to Merritt, "The flickering was very annoying, and, when it happened during the day, sometimes I had to live with it for the rest of the day until we got...people here to take care of that."

"Previously when I came in the mornings and would turn on the fluorescent lights, I would notice that across the store, the lights came on at different times. Some would be on brighter, and some would be on dimmer. It would take a while to warm up, and all of the sudden the quiet sound we had of the store being closed was interrupted by the humming sound of the fluorescent lights."

"With the new LED lights, I noticed that all the lights come on at the same time. They're all the same color. They're all the same level of brightness. What I don't notice is any sound. It's still just as quiet as it was before I turned the lights on."

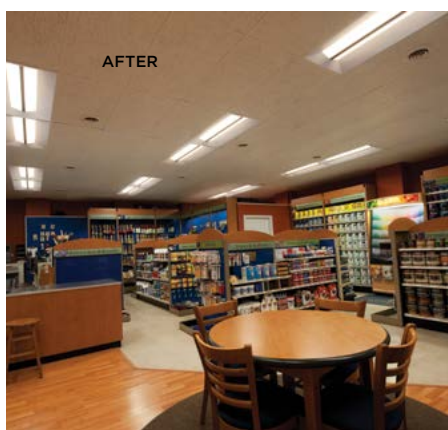
Even the electrical contractor, Jack Dull, liked the results: "The store looked like a completely different store, even the appearance of the ceiling. It was a clean ceiling, great light where it's supposed to be."

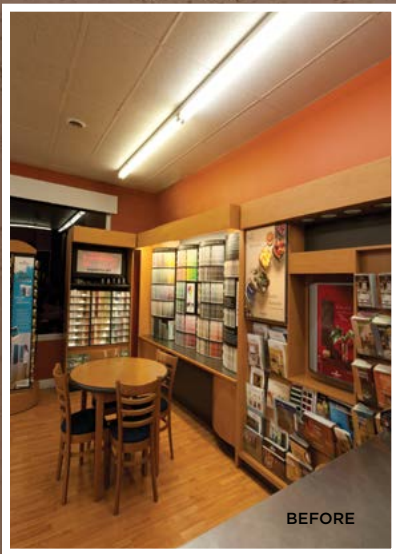
With the beautiful light quality and excellent color rendering of the Cree CR24 LED troffers, Merritt's customers can now see their paint selections in their true light.



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Jack Dull,
Electrical Contractor





BEFORE



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Lesley Merritt, Co-owner
Augusta Paint & Decorating

IN THIS CASE STUDY

CR Series

TROFFERS

- 2000 - 5000 lumens
- 22 - 50 watts
- 90 - 130 LPW
- 80+ CRI
- 3000K to 5000K CCT
- Up to 100,000-hour lifetime
- 0 - 10V dimming to 5%; step dimming to 50%



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: Augusta Paint & Decorating

Electrical Contractor: Jack Dull



Cree IS LED Lighting

Learn more at: www.cree.com/lighting | info@cree.com | 800.236.6800

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