



super solutions



GE Lighting helps Brookshire Brothers create more satisfied customers and ring-up energy reductions

Southern Supermarket is saving \$235,000 in annual operating costs

THE SITUATION

Brookshire Brothers, headquartered in Lufkin, Texas, operates 72 retail supermarkets in an area covering Texas and Louisiana. Supporting its simple mission to “Create a satisfied customer!” the company recently launched a facility-wide lighting update including in-store, parking lot, exterior signage and refrigerated case fixtures.

Using a myriad of new linear fluorescent lighting (LFL) and LED technologies from GE Lighting, Brookshire Brothers has reduced annual operating costs more than \$235,000 while establishing a model for energy-efficient lighting renovations at its stores.

“We met with our GE Lighting team to understand the anticipated electricity and maintenance savings, then made what was an easy decision to move forward.”

-Eric Johnson, director of construction for Brookshire Brothers

THE SOLUTION

Re-lamping of linear fluorescent lighting (LFL) fixtures has been completed at 69 Brookshire Brothers locations where GE’s more energy-efficient 28-watt T8 has replaced 32-watt bulbs in approximately 450 four-lamp fixtures per 30,000-square-foot supermarket. These efforts include the replacement of existing ballasts with GE’s high-efficiency UltraMax® electronic ballast as needed. Each UltraMax® ballast installed will create additional energy savings of approximately eight watts per fixture.

Brookshire Brothers will save an average \$3,200 per store per year in electricity expense after switching to GE’s 28-watt solution – a more than \$220,000 annual cost benefit to the company based on a \$0.09 kWh electricity rate and 12 hours use per day. The company plans to explore even more efficient 25-watt GE lamps and UltraStart® ballasts to suit future needs.



OPERATING IMPACT

- \$235,000 in combined annual energy and maintenance savings
- 2.4 million kilowatt hours (kWhs) reduced in electricity use



ENVIRONMENTAL IMPACT

More than 3.8 million pounds per year CO₂ emissions eliminated:
= 490 new acres of trees
= 350 cars off the road





Forty-five 75-watt halogen lamps in each store were changed to long-life GE energy smart® 10-watt PAR30 LED floodlights. The company will count \$3,200 in combined annual energy and maintenance savings, meaning GE's wine display lighting solution will pay for itself after only 13 months.

THE SOLUTION CONTINUED...

Five supermarket parking lots, including company headquarters, have been retrofit with GE Evolve™ LED Area Lights, bringing high-quality white illumination and energy savings to these spaces. GE's 210-watt Area Lights displaced 400-watt high-intensity discharge (HID) fixtures in two lots while in the others, 1,000-watt HIDs were replaced by 270-watt Area Lights.

With this substantial watts-per-fixture reduction, Brookshire Brothers will save more than \$14,000 annually in electricity costs and further stands to diminish maintenance time and expense. Where its 400- and 1,000-watt HID fixtures had been rated for 20,000- and 15,000-hours average life respectively, GE's new Area Lights are rated for 50,000 hours.

Brookshire Brothers' outdoor lighting updates also include aesthetically attractive Wallighter™ Luminaires mounted on buildings for extra security around entrances and walkways. Several locations have also incorporated GE Tetra® LED Lighting Systems. Delivering up to 80 percent energy savings, reduced maintenance and long service life, GE's commercial signage technology provides more uniform light compared to traditional fluorescent and neon options.

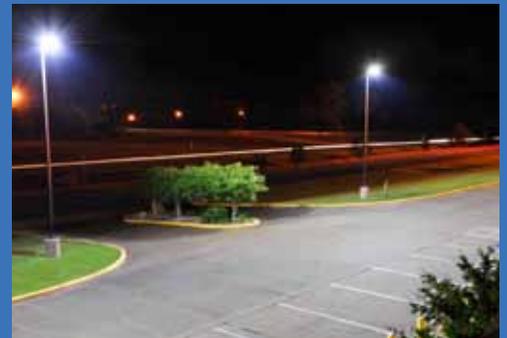
GE's Immersion™ RV40 LED lighting is enhancing color and light-level uniformity in refrigerated display cases in four Brookshire Brothers locations, which house 100 frozen food doors on average. GE's lighting system virtually eliminates distracting light-source glare and wasteful light spill typical of fluorescent-equipped displays. The LEDs will deliver a 60 percent energy reduction and are rated for 50,000-hours life – four times longer than the fluorescent lighting they replaced.

Additionally, wine displays in two stores have been lit with GE's energy smart® LED Replacement Lamps, ideal for applications in which a narrow, focused beam spread is preferred. GE's 10-watt PAR30 LED floodlights (500 lumens) replaced forty-five 75-watt halogen lamps (940 lumens) in each store, where more than 50 expired halogen bulbs had been changed out on average per year. Brookshire Brothers will count \$3,200 in combined annual energy and maintenance savings, meaning GE's wine display lighting solution will pay for itself after only 13 months.

"The store directors have all been impressed. The parking lots shine, the signage is crisper and the colors of the products show much better. In each case where new LED lighting was specified, it was easy to support that decision financially through decreased energy consumption, reduced maintenance, increased dependability and extended lamp life.

-Eric Johnson

For more information on the GE Lighting products used in this project, visit gelighting.com or gelightingsolutions.com.



Five Brookshire Brothers parking lots, including company headquarters, have been retrofit with GE Evolve™ LED Area Lights, bringing high-quality white illumination and energy savings to these spaces



Several Brookshire Brothers locations have incorporated Tetra® LED Lighting Systems. GE's commercial signage technology provides more uniform light compared to traditional fluorescent and neon options and delivers up to 80 percent energy savings, reduced maintenance and long service life.



imagination at work