

A smart solution that keeps Bridgestone rolling.

As the world's largest tire and rubber company, it's safe to say Bridgestone Americas, Inc. uses a significant amount of energy. That's why they make it their responsibility to work towards having a positive and lasting impact on the environment— with aggressive sustainability goals like achieving a 35% reduction in CO2 emissions by 2020 and 50% by 2050. So they challenged us to help them reduce energy consumption and maintenance costs at their 1.4 million square foot tire distribution center in Jacksonville, FL.

We accepted the challenge—with LED updates and our Daintree™ wireless control system.



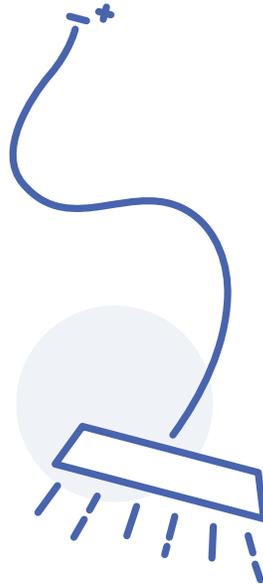
Reduce energy consumption and maintenance costs

AT THEIR 1.4 MILLION SQUARE FOOT TIRE DISTRIBUTION CENTER



First, we deployed 925 GE Albeo™ ABV high-bay LED fixtures to enable the customer to decrease their wattage per fixture by 51% (192 watts per existing 6 tube fluorescent fixture to 95 watts per Albeo ABV1 fixture)—and increase fixture life by more than 3 times (from 30,000 hours to 100,000 hours). This upgrade also means fewer fixtures in the facility and better light distribution in the aisles. Next, we implemented GE's Daintree wireless control system, which provides the building with specified zones for dimming schedules, as well as exhaust fan controls for even more energy savings.

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925
HIGH-BAY ALBEO™ LED
LIGHTING FIXTURES



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&

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Together, these smart enhancements resulted in a 60% reduction of annual lighting-related energy consumption and significantly lowered maintenance costs—giving the company more control of their lighting and aligning to their sustainability goals.

This is just the company's first step towards creating an intelligent environment. Bridgestone has not only reduced their energy, they've put infrastructure in place that will allow them to build on their investment with additional solutions that will further enhance their operational effectiveness. The possibilities are endless—from better inventory management to tracking an order as it moves from pickup to shipment, to any additional cost savings hidden within the building.

THE RESULTS:



Until then, this tire giant will keep rolling with big energy savings and an improved environmental position.



Want to see how you can
make your environment intelligent?

Contact us to get the conversation started.

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