Havertys Furniture finds average $22,300 savings per store in new GE LED Retail lamps

Lighting costs cut from $36 to less than $6 per fixture per year

THE SITUATION
When Havertys Furniture (Atlanta, Ga.) evaluated its in-store lighting, the Southeast-region retailer with 120 locations wanted a solution that would benefit more than just its bottom line. Already at work implementing more efficient HVAC and utility control measures across many of its stores, Havertys knew new indoor LED lighting would help drive costs down even further while shrinking its energy footprint.

THE SOLUTION
The technology, performance and aesthetics of GE’s 14-watt Energy Smart® LED Retail PAR38 lamps inspired Havertys to use GE products to retrofit many of its existing stores and for new construction moving forward.

“Our goal was to save money and be good stewards by reducing our energy footprint. GE’s lamps were an important ingredient in our cost-saving equation.”

- Glenn Boone, Director of Construction and Design, Havertys Furniture

To date, Havertys has purchased 10,000 PAR38 lamps, with an additional 5,500 scheduled for delivery. The average Havertys store houses 734 lighting fixtures traditionally fit with 90-watt halogen lamps, each costing approximately $36 in electricity cost annually. By comparison, each GE ecomaginationSM 14-watt LED lamp will cost only $5.60 to power for one year. This amounts to a $22,300 average annual savings.

Havertys anticipates the majority of its new lighting installations will be complete by 2015.
Among stores retrofit with LED lighting only, Havertys reports an average 25-35 percent energy reduction—its Austin, Texas location alone seeing a more than 40-percent decrease.

Beyond energy savings, the design and technology of GE’s PAR38 lamp was a major selling point for Havertys. It was important that the LED diodes would not be visible on the lamps, and so the LED mounting location and Visual Comfort Lens™ of GE’s retail lighting product was, in their words, “a game-changer.”

Havertys also found the right lumen output with GE’s LED solution—the lamps showcased the wood grain and fabrics of Havertys’ merchandise without being overpowering.

Thanks in part to technology and the attention paid to energy efficiency, GE has become Havertys’ PAR38 LED lighting provider. Havertys recognizes the advantage of working with partners to implement their environmental strategies, including GE, whose products and people create opportunities for energy savings.

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