The Fresh Market enhances the visual appeal of food with energy-efficient lighting upgrade

GE's LED solution delivers 10 million annual kWh savings for grocery chain

THE SITUATION

Specialty grocery retailer The Fresh Market wanted an indoor store lighting solution that delivered energy savings, a high color rendering index (CRI) and long life. Realizing that lighting was a long-term investment, the grocer launched into a thorough trial and evaluation period with the help of its distributor partner Illuminating Technologies. The Fresh Market reviewed its retail lighting costs and recognized the potential to save money across its property portfolio.

But The Fresh Market wanted more than reduced energy costs. The chain desired a lighting solution that would enhance the color quality of goods while reducing glare and generating less heat than the traditional halogen lamps it was using.

“While saving energy is important to us, an essential element of The Fresh Market’s concept is the visual appeal of different foods and unique environments for our customers throughout the stores.”

- Paul Poole, Energy and Engineering Manager, The Fresh Market

THE SOLUTION

After a thorough evaluation, The Fresh Market chose GE’s energy smart® 17-watt LED PAR38 Retail lamp to replace the 64-watt halogen bulbs used in stores. A product of GE ecomagination, the LED Retail lamps will use approximately 80,000 fewer kWh of electricity per store. This translates to just over a two-year payback period for most locations.

7,190 metric tons of CO₂ emissions avoided:
- 1,376 cars off the road
- 1,965 of trees planted

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With produce, fine cheeses and baked goods displayed daily, attractive grocery store lighting is essential for setting the mood for shoppers.

Once all installations are complete, GE’s grocery store lighting solution will reduce The Fresh Market’s annual lighting energy use by more than 10 million kWh.

In addition to energy savings, GE’s LED PAR38 Retail lamps were selected for their initial lumen output and, in particular, lower lumen depreciation compared to competitive products. Unlike conventional light sources, LED lamps tend not to “fail” suddenly. Rather, light output gradually diminishes over a long period of time—for instance, GE’s lamps can be expected to maintain at least 70% of initial lumen output after 50,000 hours of operation.

GE’s exclusive Visual Comfort Lens™ technology was also a key factor in the grocer’s final decision. The special lens diffuses the light produced by individual LED diodes to eliminate the “spots” that can appear on food or in reflective surfaces when using lamps with exposed diodes.

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

“The anticipated time savings from our store managers replacing bulbs—LEDs have a 50,000-hour life compared to halogen’s 3,000-hour life—made this a low-risk project.”

- Poole