



Ashley designs, builds and delivers.

**CITY**  
*Furniture*  
LED LIGHTING CASE STUDY

# All About Lighting

The right balance between color temperature, light levels and number of light fixtures, is imperative to showcase furniture in their true light

City Furniture opened its first location in South Florida in 1994. Since then it has become the largest furniture retailer in the State.

The philosophy behind City Furniture has always been to provide customers with great value, both in terms of quality and cost.

For the past several years, the Company has expanded its operations to now include owning a multitude of Ashley Furniture HomeStore locations.

Ashley Furniture HomeStore is a chain of independently owned and operated furniture stores licensed to sell exclusively Ashley Furniture products.

Ashley Furniture HomeStore Kendall, located just outside Miami, Florida, opened in February 2005. The 27,000 sq. ft. building features beautiful, well-priced home furnishings to suit any decor and lifestyle.

Over the past several months, staff and management noticed that their store lighting was not showcasing home furnishings in the best possible manner.

The HomeStore was lit with 900 ceramic metal halide (CMH) fixtures operating at 39 watts each with ballast. With soaring maintenance costs associated with relamping, failing ballasts and flickering fixtures, as well as a wide variance in light levels and color temperatures causing dark

spots and shadows, it was crucial that a new lighting solution be found.

In addition, City Furniture is committed to reducing its impact on the environment and has built a company culture that embraces the movement for a cleaner planet. As founding members of the Sustainable Furnishings Council, the goal for the Company is to lower their impact on the environment by operating energy-efficient solutions at their locations.

City Furniture turned to the experts at LED Source® to create an LED lighting solution designed specifically to meet their environmental needs and solve their lighting problems.

## LED vs. CMH

- ▲ Balanced light levels with new LED lamps
- ▲ Reduced maintenance and HVAC costs
- ▼ Frequent relamping due to burnout
- ▼ Constant ballast failures and flickering fixtures



Before



After



Before



After



## Case Study



## Ashley Furniture HomeStore Kendall

Independently owned and operated by City Furniture, Inc.

**QUALITY, STYLE, SELECTION and SERVICE**

In less than 10 years, Ashley Furniture HomeStore has become the No. 1 selling furniture brand in the World and the No. 1 retailer of furniture and bedding in the United States.

Ashley Furniture HomeStore is committed to providing customers with great value, both in terms of quality and affordable furniture.

Ashley Furniture HomeStore is the exclusive provider of furniture from Ashley Furniture Industries, Inc., the largest furniture manufacturer in the U.S.

# LED Solution

Benefits include better quality of light, lower maintenance and operating costs

**U**P on completing a lighting evaluation,

LED Source® determined that the PAR30 Hi-Output LED lamp by Lighting Science Group would provide the best lighting solution for the upgrade.

This lamp operates at only 18 watts, features a warm white color temperature of 3000 K and a life span of 50,000 hours. It is also dimmable, provides even light levels, instant-on and can last up to 16 times longer than conventional bulbs.

The PAR30 Hi-Output LED replaced the CMH fixtures one-

for-one, which represents an annual reduction from 179,361 kWh to 82,782 kWh, or a total energy savings of 54%.

It is estimated that the Ashley Furniture HomeStore Kendall, will achieve a total annual savings of \$24,967.

This includes a savings of \$2,889 in air conditioning operating costs, a reduction of \$9,658 in related lighting energy and \$12,420 in maintenance expenditures.

The Return On Investment (ROI) for this project is anticipated to be just under two years.

## The Savings

Air Conditioning	\$2,889
Lighting Energy	\$9,658
Maintenance	\$12,420
<b>Total Savings</b>	<b>\$24,967</b>

\*Savings listed is an estimate only and based upon information provided.  
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*"Lighting Science is proud to be part of the energy savings at Ashley Furniture HomeStore. With the use of our state-of-art replacement LED lamps, we not only improved the quality of light on the furniture and merchandise, we reduced related lighting energy costs by 54%."*

**Todd Tomsik, Regional Sales Director SE**

