

MaxLite LED Lamps Save Radcliffe Jewelers More than 90 Percent in Energy in Display Case Lighting



"I selected MaxLite's LED Linear T8 Lamps for this job because I wanted to try indoor LED products after I had so much success with MaxLite's outdoor LED products in the past. I installed the T8s, and they work absolutely perfectly. You can clearly see the difference. Before the cases were dull, and now the cases are bright and vibrant and the colors stand out."

-- Shane Hresko
CEO of Bmore Green



The case on the left is not upgraded to MaxLite's LED Linear T8 Lamps.



The Challenges

Radcliffe Jewelers, a premier retailer of luxury merchandise in Towson, MD, wanted to decrease their energy consumption and increase the quality of light in two glass display cases that showcase figurines and other collectables. The display cases were lit with poor quality lamps that gave off a yellowish tint and produced a great amount of heat that could be felt through the glass, which would in turn alter the color of the figurines within the case.

The Solution

Mr. Hresko and his team at Bmore Green replaced 50 35-watt MR11 halogen lamps in the two display cases with just four 20-watt LED Linear T8 Lamps, reducing the energy consumption by 1,670 watts, or 95 percent.

The Benefits

Mr. Hresko said that MaxLite's products, in conjunction with a larger overall retrofit of the retailer's existing lighting products, enabled the store's air conditioning unit to turn off for the time ever in the 15-year history of the store. He said that this was due to cool operating LED products that helped to reduce the temperature within the store, enabling the outside ambient temperature of the mall to negate the need for air conditioning. Additionally, the cool operating LED lamps do not fade the color of the figurines and showcase them in a bright, high-quality light.

MaxLite

MaxLite has been committed to providing energy efficient lighting products for the last 20 years, and was one of the first movers into LED technology in the industry. An ENERGY STAR® Partner of the Year, MaxLite established the MaxLED® brand, an extensive line of indoor and outdoor lighting fixtures featuring innovative LED luminaires and lamps using the latest state-of-the-art LED technology.

