

Arafina

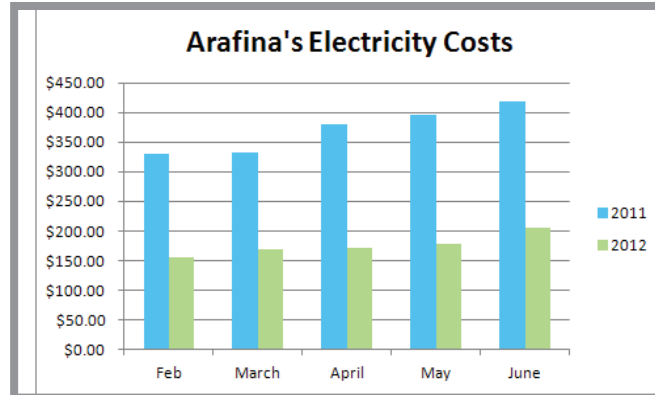
ARAFINA



Goal: Improve lighting and reduce space conditioning costs.

Result: New lighting halved electricity costs and made it a more pleasant place to work and shop.

High electricity costs and environmental concerns inspired local designer boutique Arafina to pursue their lighting upgrade with the One-Stop Efficiency Shop®. “We were pouring heat and light down from 83 halogen lamps to have to run the air conditioning even in the winter,” explains co-owner Stuart Ackman. After a free, no-obligation assessment from a One-Stop Efficiency Shop lighting consultant revealed that, with program rebates, they could pay back the cost of the upgrade in a year, the store decided to replace their existing lamps with high-efficiency light emitting diodes (LED’s).



The new LED lighting not only halved Arafina’s electricity costs, but makes the store a more pleasant place to work and shop.

“We have an open ceiling system, and while the air handlers are in the back of the store, they make quite a racket. Now the clothing is more beautifully lit and the store environment is much more pleasant as we don’t have the AC running nearly so much.” -Ackman

The benefits go beyond the store as well. “It’s a win-win-win-win,” Ackman noted. On top of the financial and cosmetic benefits, he said they were also motivated by reducing their greenhouse gas emissions and helping Xcel Energy work towards their conservation goals. “Any time there is a quadruple win there is no question on the need to act.”

So, what would Ackman say to a small business owner considering a lighting retrofit? **“Do it now!”**

Contact: Cindy Kelly
612-244-2427
ckelly@mncee.org

cee
Center for Energy and Environment