



# New York Energy Smart<sup>SM</sup> Small Commercial Lighting Program

*The Right Light<sup>SM</sup>* Better Lighting. Better Business.

April 2007

Newsletter Number 61

**NYSERDA**

New York State  
Energy Research and  
Development Authority



## FLASH

SCLP is continuing end-user marketing in the Albany (tricity), Syracuse, and Westchester / Rockland County areas, and we are now expanding into the New York City market.

We are promoting **The Right Light<sup>SM</sup>** in daily and weekly newspapers, local business journals, and on the radio.

Take advantage of this marketing campaign by identifying your business as an SCLP Ally. Details on the media schedule and how you can leverage this marketing campaign are available from your Account Manager or the SCLP hot line.

*Please pass this newsletter along to your colleagues or customers who might find the contents valuable.*

## To: SCLP Ally

### Program News and Highlights

★ **Take the SCLP Train.** With apologies to Duke Ellington, SCLP announces our 2007 Technical Training for Effective, Energy-Efficient Lighting, to be presented in New York City on April 24<sup>th</sup>. This three-hour training will focus on practical lighting design fundamentals and the SCLP criteria for incentives. Topics will include the science of lighting and visual perception, different types of lighting and luminaires in the market, the elements of lighting quality, and lighting quality design issues for specific small commercial applications. The training is open to current SCLP Allies and lighting practitioners interested in becoming part of **The Right Light<sup>SM</sup>** Team. Pre-registration (and a photo ID at the door) is required and seating will be limited. The training will be conducted in the early evening – so as not to interfere with everybody’s busy work day – and a complimentary light dinner will be provided. In addition, attendees will be eligible to receive Continuing Education Credits for AIA, PDH, and NCQLP (LC).

So, don’t miss the train(ing). Call the SCLP hot-line at 1-866-698-8177 for more information or to receive a registration form. And a big SCLP tip of the hat to Con Edison for its continued support for SCLP and for hosting this training event.

★ **How Do You Say “The Right Light<sup>SM</sup>” in Mandarin?** SCLP’s outreach to end-users is in full swing this Spring, with a new print ad and radio spot campaign. This year, we are actively pursuing small commercial businesses representing the diversity in New York.

We have scheduled radio spots to appear in English and Spanish, and print ads will be appearing in daily and weekly newspapers and business journals in English, Spanish, Mandarin, and Korean. So, how do you say “**The Right Light<sup>SM</sup>**” in Mandarin? Just take a look at the ad to the right!

But while we have started this campaign in the New York City area, we have not forgotten our Allies in the rest of New York. We have new print ads for the Westchester/Rockland County, Capital District, and Syracuse markets as well.

This is a tremendous opportunity for our Allies to leverage the power of SCLP’s outreach campaign to let your customers know that you are an SCLP Ally and can help them find **The Right Light<sup>SM</sup>** solution to their lighting needs. Call your Account Manager for more information on how you can leverage SCLP’s end-user outreach to increase your sales.



做為一家小型商業負責人，我每天需要處理很多事情——管理員工、支付帳單以及保持公司獲利。當更新時機來臨的時候，我選擇了 **The Right Light<sup>SM</sup>**。透過安裝節能照明系統，我為員工和客戶創造了更愉快的環境。更重要的是，我還能節省電費。而且，由於高效照明系統能使用得更久，因此我可以將精力投入到真正重要的事情上。

**The Right Light<sup>SM</sup>** 更佳照明，更佳業績。要瞭解更多相關資訊，請撥打免費電話 1-866-698-8177 或參觀網站 [www.therightlight.org](http://www.therightlight.org)。

Contacting the  
**New York**  
**Energy Smart<sup>SM</sup>**  
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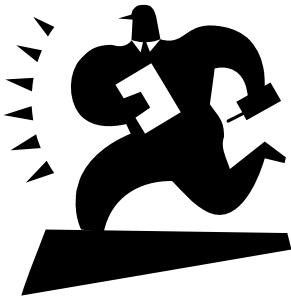
We're on the Web!  
[www.therightlight.org](http://www.therightlight.org)  
**NEW!**

**Reminder:**

**The 2nd Quarter  
2007 Installation  
Competition runs  
from April 1  
through June 30,  
2007. Good luck  
to our Ally  
Contractors and  
Distributors!**

**SCLP Helps You  
Bring Your Clients  
and Customers  
The Right  
Light<sup>SM</sup>  
Effective, Energy-  
Efficient Lighting.**

**Better Lighting.  
Better Business.**



## Special "Allies In Action" Edition

This is a special "All Allies in Action" edition of the SCLP newsletter. See what your colleagues and competitors are up to and how they are making SCLP and **The Right Light<sup>SM</sup>** work for them!

\* **Hi-Fi Meets High Performance T8.** Last summer, new Ally Contractor **L & L Electrical** and Ally Manufacturers' Rep **Light Spec Buffalo** began working on an expansion of **The Advantage Company's** retail location. The plan: to provide **The Right Light<sup>SM</sup>** solution for this Buffalo stereo retailer. The 18,800-square foot addition includes warehouse and office space, and the lighting was designed to meet SCLP's Lighting Power Allowance (LPA) requirements without compromising light levels. The final design included a High Performance T8 (HPT8) fixture that optimized energy efficiency using 3,100-lumen T8 lamps and 0.77-ballast factor ballasts.

Providing the same light output as a standard T8 system, this HPT8 combination of lamps and ballasts reduces power requirements by about 15%. When completed earlier this year, this project's lighting power density was half of the maximum SCLP LPA in the spaces where the HPT8 systems were used. An added bonus is that the HPT8 systems have 20% longer lamp lives than standard T8 systems, keeping maintenance costs low. Reductions in energy and maintenance costs add up to substantial cost savings for The Advantage Company. To help buy-down the first cost of the new lighting equipment, The Advantage Company received incentives under the **New York Energy Smart<sup>SM</sup>** Enhanced Commercial and Industrial Performance Program (ECIPP).

L & L Electrical and Light Spec Buffalo split the well-earned **\$1,000 Qualifying Project Incentive**, and L & L Electrical enjoyed the **\$300 Break the Ice Incentive** for its first project. We're sure these incentives were music to our Allies' ears.

\* **T5 Comes Alive.** Over the last twelve months, Syracuse Ally Manufacturers' Rep **Monarch Sales** designed and submitted eight SCLP projects using T5HO high bay fixtures in a wide variety of applications. The projects included horse arenas, retail spaces, maintenance areas, warehouses, and factories. In each case, Monarch Sales was able to provide task-appropriate lighting levels with simple uniform illumination. The projects took very little time to design, using simple "lumen method" lighting design software.

What made these designs so attractive? At first, it was clearly the advantages of T5HO systems over other systems:

- minimal lumen depreciation, yielding consistent light levels over a longer period;
- longer lamp life, reducing maintenance costs;
- excellent color rendering of the lamps, enhancing the appearance of merchandise in retail establishments; and
- instant-on system capability, eliminating start-up delay.

The case for using T5HO high bay fixtures was so compelling that Monarch Sales installed these fixtures in its own warehouse. But the benefits of the system really resonated with Monarch Sales' customers. Word of mouth from satisfied customers, combined with real life demonstration examples, led to many customer inquiries and sales.

In addition to the projects submitted solely by Monarch Sales, many additional projects designed by the company also have been built and submitted by Ally Contractors and Distributors. Also, Monarch was responsible for many other T5HO projects that exceeded SCLP's 25,000-square foot maximum. To date, Monarch Sales has received **over \$8,000 in Qualifying Project Incentives** from SCLP, related solely to its T5HO projects. A high (T) five to Monarch Sales for its success with this lighting technology!