

Stein Gardens & Gifts Finds Savings That Grow Year Round

CASE STUDY



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The green thumbs at Stein Gardens & Gifts focused on a different type of bulb in 2009. This lawn and garden retailer replaced more than 16,500 of its light fixtures with high-performance, energy-efficient models at its Appleton, Big Bend, Brookfield, Green Bay, Mequon, Milwaukee, Oshkosh, Racine, Waukesha, and West Bend stores.

Stein Gardens & Gifts received \$88,000 in financial incentives from Focus on Energy, Wisconsin's statewide resource for energy efficiency and renewable energy, for upgrading its T12 linear-fluorescent fixtures to high-performance T8 (HPT8) electronic fixtures, and its 400-watt, metal-halide light fixtures to high-bay T8 fixtures throughout its 12 stores and warehouse.

LOWER ENERGY BILLS, HIGHER ROI

These upgrades will save more than 1.5 million kilowatt-hours of electricity annually—enough energy to power 159 Wisconsin homes for a year. The company will also benefit from \$123,000 in yearly savings on its energy bills, and this annual savings will continue to grow year after year.

"The new lighting has drastically reduced our energy usage," said Norb Trebiatowski, regional manager at Stein Gardens & Gifts. "So much so, that we have experienced a big drop in energy consumption."

The upgrade is environmentally friendly, too, with annual environmental benefits equivalent to preventing 3,000 barrels of oil from being burned—avoiding the release of 2.6 million pounds of carbon dioxide (CO₂) into the atmosphere.

HPT8s OUTPERFORM THE COMPETITION

High-performance T8 (HPT8) systems are made of two components: an advanced high-lumen, long-life T8 lamp and a low-ballast-factor, low-watt electronic ballast. This combination results in fantastic energy savings without reducing light output.

These systems can:

- Save 20 percent more energy than standard T8s and up to 40 percent more than T12 systems.
- Produce the same total light output as standard T8s, but with better quality light that uses less energy.



Store aisle before lighting upgrade



Store aisle after lighting upgrade

“Our stores are much brighter now,” Trebiatowski explained. “Our customers, employees, and office staff have all noticed the difference.” And Stein Gardens & Gifts isn’t stopping there. “With the cost savings we’ve seen, we’re going to be changing the lighting in four more of our locations in 2010,” Trebiatowski said.

LET FOCUS ON ENERGY HELP YOU PLANT THE SEEDS OF SAVINGS

Focus on Energy offers specialized support for businesses across Wisconsin, including yours. To get started saving money at your facility, visit focusonenergy.com or call 800.762.7077. Our energy experts will assist you in identifying opportunities to help you control costs, improve operating efficiency, and protect your profits.

ABOUT STEIN GARDENS & GIFTS

From lawn and garden products, nursery stock, perennials and annuals, to water gardening, fountains, pumps, and garden décor, Stein Gardens & Gifts caters to everyone from the casual to the most avid gardener. The company was founded in 1946 by Maurice Stein. Today, his son Jack operates the family-owned stores.



With more than 60 years of experience in the lawn and garden industry, Stein Gardens & Gifts has grown to 16 locations. Each Stein store is located on five acres and includes a 31,000-square-foot store, three-acre outdoor yard for nursery stock and landscaping items, and a 200-car parking lot.

- Generate more lumens per watt than T12 or standard T8 systems—that is, they produce more light using less energy.
- Maintain their light output longer than T12 lamps.
- Enjoy an extended life, typically rated to last at least 24,000 hours—4,000 hours longer than standard T8 or T12 lamps.
- Provide better quality lighting than T12 lamps. HPT8 lamps must have a minimum color-rendering index (CRI) of 82 to qualify as high performance, while standard T12 lamps have a typical CRI of only 60. (CRI is rated on a scale of 1 to 100.)

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state’s growing demand for electricity and natural gas. For more information, call **800.762.7077** or visit focusonenergy.com.

