

Business Partners

Summer 2005 A newsletter to inform the customers of Roseville Electric

National Retailer Moves to High-Efficiency

When Crate and Barrel decided to gradually transition to high-efficiency lighting in their 130 stores, they thought it would be a straightforward task. Finding the right lighting was not as easy as they had hoped, however, and it took a diligent search through countless new products presented by various manufacturers. What the nationwide retailer of fashionable home furnishings needed was a combination of energy efficiency, adequate brightness, minimal heat output, and excellent color rendering.

Color light. Color bright

"Color rendering was the toughest standard to meet," said Jay Burghardt, Crate and Barrel's corporate designer. "There are a lot of products available to choose from today, but we needed something that would show true colors to our customers. We don't want customers purchasing a product that looks one way in the store and different in their homes."

Partnering to create the right solution

Through the company's long-standing relationship with Juno Lighting, the two were able to determine the best solution and work to perfect it for Crate and Barrel's unique applications. The product selected was a metal halide fixture and lamp with a tinted color-correcting lens covering to warm the colors. "Juno customized the lens and the fixture configuration to meet our specific needs," said Burghardt. "When we arrived at the final solution, we still could not correct the lighting's effect on the color red, which tended to turn orange in the

cooler lighting. Because there was no way to completely remedy the situation, we had to keep a few incandescent fixtures in the stores, but less than 50 in a store of about 1200 fixtures."

Watts subtracted add up to big savings

The Westfield Galleria of Roseville store's 100W general lighting and 50W halogen flood lamps could now be replaced by 39W pulse-start metal halide fixtures that consume only 45W with the ballast, providing a savings of 55W per fixture—less than half what the current lighting consumes. Multiplying the 55W savings across 1200 fixtures delivers a reduction of 6,600W (66kW) per hour. That savings multiplied across 12 hours per day and 364 days per year delivers 288,288 kWh annual savings—lowering electricity costs by over twenty thousand dollars each year.

"This is one of those win-win situations," said Burghardt. "We reduce energy costs spent on lighting and gain additional savings because the new fixtures generate less heat and reduce our air conditioning needs."

The Roseville store is one of the company's first to receive the new lighting, which is targeted for completion by the end of June.

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Lights: Action Camera

Action Camera owner Dale Zicarelli didn't need much convincing to upgrade from his store's magnetic ballasts and T12 fluorescent lights to high-efficiency electronic ballasts and T8 light tubes. The T12 tubes and fixtures created noticeable heat, causing strain on the air conditioner during the summer months. "The air conditioner was running so much, I was concerned it would need repairs," said Zicarelli. "We can definitely feel the difference with the new lights. The store stays much cooler."

Flicker free and steady

Zicarelli immediately noticed the technology improvement the electronic ballasts and T8 tubes offered. "The annoying flicker of older fluorescent lighting is gone," said Zicarelli. "These lights come on instantly and never flicker. They're also equal to or better than the old lighting for color and brightness."

Better quality, less cost

Of all the benefits of the lighting retrofit, the payback may be the most impressive. According to Zicarelli, with the Roseville Electric rebate, reduced electricity costs for lighting, and lower air conditioning costs; the retrofit will pay for itself very quickly. Best of all, the new lighting will continue to provide costs savings for many years.





New Energy-Smart Lighting Delivers Bright, Crisp Colors

Lynn Pierce knows color. As an interior design professional and owner of Chez Soi Interiors, her world revolves around matching subtle shades and textures to create the right look for her clients. Because lighting with excellent color rendition is a must for her business, Pierce originally chose halogen lighting for her Vernon Street store.

Hidden costs of halogen

Pierce quickly discovered that halogen has serious drawbacks that make it less than ideal. Halogen is only a little more efficient than standard incandescent bulbs, the quartz halogen bulbs are expensive and must be changed frequently, and each tiny bulb generates a great deal of heat. In fact, the combined heat from 65 halogen bulbs was enough to create real problems in the summer. The air conditioning system had to work harder to keep the store cool, driving up energy bills and increasing air conditioner wear and tear.

New CFL light bulb goes on

Pierce was ready for a change when a lighting contractor told her about new fixtures using 23W compact fluorescent bulbs that were designed to replace halogen lighting. The bulbs burned cooler, using less energy and offered a three-year bulb life. The contractor also told her that Roseville Electric offered an incentive rebate to upgrade to energy-efficient lighting, making the possibility even more interesting. When she learned she could double the rebate by attending a one-day seminar put on by the utility, Pierce was convinced.

Proof shines clear

The most important test came after the lighting was installed. "The lights are even a little brighter than the halogens, so they do well with color," said Pierce. "Best of all, the shop stays cool even on the hottest days. With Roseville Electric's rebate, the lighting will pay for itself in less than a year, and that's without taking into account using less energy for air conditioning in the summer."

Cool Off Energy Costs with Hot Summer Rebates!

As temperatures soar and energy use rises, now is the perfect time to install energy saving equipment and products to save on your monthly electric bills. Roseville Electric's summer 2005 rebate program offers several ways to reduce energy use and earn incentives to help cover the costs of installing new equipment and materials. Presently, there are higher-than-normal rebate levels on select energy saving strategies. These include:

- Air conditioners or heat pumps
- T-8 Lamps with Electronic Ballasts
- Cool Roofs
- Cooler or Freezer Door Auto-Closers
- Occupancy and Plug-Load Sensors

Incentive funds are limited and available by reservation on a first-come, first-served basis. Reservation requests must be received by September 30, 2005 and equipment must be installed by December 31, 2005. Complete details on the program requirements are available in the commercial rebate section of www.rosevilleelectric.org. You can also call or email Kris Blair (916) 774-5581, kblair@roseville.ca.us or Martin Bailey (916) 774-5617, mbailey@roseville.ca.us.

RE Introduces Commercial Solar Program

Solar-generated electricity is uniquely suited to Roseville's needs because it produces electricity best during peak demand times—hot summer afternoons when air conditioners are running at capacity. Customers who install solar generation systems benefit by reducing their utility dependence, lowering monthly electric bills, and making a personal contribution to the environment by using an endlessly renewable resource.

Roseville Electric now offers a solar-generation incentive program designed to encourage commercial customers to take advantage of the sun's power to lower their monthly bills. The program provides buy-down incentives of up to \$4.00 per rated AC watt capacity for PV systems rated greater than 10 kilowatts. Funds are limited and available on a first-come, first-served basis to those who complete a reservation application. Customers must reserve funds by May 31, 2006 and projects must be completed and operational by September 30, 2006.

Roseville Electric will sponsor an informative workshop on solar-generation on September 12, 2005. To find out more about the workshop or program, visit the commercial rebate section at www.rosevilleelectric.org. Program Manager Martin Bailey is also available to answer questions by phone or email at (916) 774-5617, mbailey@roseville.ca.us.

PUT THE SUMMER SUN TO WORK



It's never been easier or more affordable to take advantage of the sun's infinite power supply. Find out the latest information on new advances in solar generation systems by attending Roseville Electric's free solar power workshop.

Date:

September 12, 2005

Location:

City of Roseville's Corporate Yard 2005 Hilltop Circle, Roseville, CA 95747

For more information or to make a reservation, call or email Martin Bailey at (916) 774-5617, mbailey@roseville.ca.us.



Parking Lots Receive "Thanks for the Shade" Awards

The Roseville Urban Forest Foundation (RUFF) recognized two Roseville sites for their efforts in designing or maintaining shady, welcoming parking lots for customers and employees. The lots selected for the 2004 annual award were:

THE BRICKYARD AT FOOTHILLS BOULEVARD AND BASELINE ROAD, ROSEVILLE

Landscape Architect: Iwanaga Seidel & Associates
Property Management: SMI Commercial
Management Co.

Landscape Maintenance: Old Village Landscape

CAPITAL PROFESSIONAL BUILDING 2200 DOUGLAS BOULEVARD, ROSEVILLE

Landscape Architect: Smith Kelly Partnership
Property Management: Johnson Ranch Owners
Coordinating Council

Landscape Maintenance: Tri-Asian Enterprises

RUFF works with the Roseville Shade Tree Program, sponsored by Roseville Electric, to encourage businesses to use shade to lower energy consumption. According to RUFF's congratulatory letter to the businesses, "Statistics prove that customers shop longer and seek out businesses that provide that comfort—especially in the hot Roseville area."

For information about obtaining free shade trees for businesses, visit the Roseville Shade Tree Program section at www.rosevilleelectric.org, call (916) 774-5647 or email to shadetree@roseville. ca.us. More information about RUFF can be found at www.rosevilletrees.org.



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