



CASE STUDY SERIES

CASE # 0001

Limitedbrands

Columbus, OH

**UTILITIES DYNAMICS, INC.
and ENERGY IMPACT**

**Specialty Retail
LED Lighting
Case Study**

Client and General Overview

LimitedBrands Inc. is the parent company of various brands, including: Victoria's Secret, Bath & Body, White Candle Barn, Limited, Express and Men's Express. Altogether, the company has 4,500 sites located in the United States, and headquartered out of Columbus, OH. They are one of the largest specialty retailer brands in the United States.

Utilities Dynamics, Inc. was brought on to this project with Energy Impact Inc., one of our affiliated partners. Our job was to develop and implement energy-efficient lighting strategies within their retail facilities for the company's Green Program.

Utilities Dynamics and Energy Impact played a keystone role in the design, development, and implementation of the lighting solution for The Limited's lighting upgrade program.

Project Objectives

LimitedBrands, Inc. sought two objectives critical to the success of their lighting solution:

A) Reduce electric utility expenses and lighting maintenance costs while also meeting corporate financial expectations of a simple payback of three years or less.



B) Improve the shopping experience for their customers by visually improving the appearance of the merchandise and store.



Utilities Dynamics played a critical role in the development of the specifications for the LimitedBrands' Green Program. LimitedBrands' main objectives in the rollout of the Green Program were to improve the visual appearance of the stores while achieving a corporate financial goal of a 30% internal rate of return.



Project Objectives



- ⚡ Provide all necessary materials, labor, project management, scheduling, reporting, rebate coordination, waste disposal and recycling to install the energy efficient lighting products in Limited stores.
- ⚡ Replace all incandescent and halogen lamps with new LED lamps where applicable. Places such as: track head fixtures, recessed can lights, pendants, wall sconces, etc. Lamp types included Par30, Par28, Par20, A-lamp, MR16, and BR30.
- ⚡ Utility rebate coordination
- ⚡ Visit approved sites and collect detailed site information on existing lighting systems.
- ⚡ Replace all track fixtures that had MR16 lamps with new gimbal ring track head fixtures containing LED Par30 lamps.
- ⚡ Replace all MR16 lamps in recessed cans or directional eyeball fixtures with new LED MR16 lamps where applicable.
- ⚡ Retrofit all linear fluorescent T12 lamp fixtures with new electronic ballasts and energy saving T8 lamps.
- ⚡ Relamp existing linear T8 lamp fixtures with energy saving T8 lamps if the budget allowed.
- ⚡ Position track head fixtures accordingly and aim all fixtures to get the desired lighting coverage.
- ⚡ Develop design criteria and scope of work. Review scope development with LimitedBrands for approval to proceed.
- ⚡ Reporting information via web based database.
- ⚡ Material procurement and scheduling of assigned crews.
- ⚡ Project management, labor/installation of site approved recommendations.
- ⚡ Coordination of lamp and ballasts recycling.
- ⚡ Post-installation walk through at every site and final commissioning.



Client and General Overview

Together, Utilities Dynamics and Energy Impact exceeded all visual and financial objectives and expectations.

"The Limited" Savings



As shown above, there was a 37% load reduction in energy usage over the course of four months, saving their company over \$113,000 in utility/operating costs. On top of these savings, we also were able to help them claim more than \$50,000 in secured rebates.

Direct-billed sites saw an additional lamp replacement savings of \$75,000. We completed phase one and two of the project in 2014 with 124 sites completed.

Visually, the results show a drastic improvement over their previous lighting systems.



BEFORE



AFTER

Stores are more brightly and better lit, offering a more welcoming interior that invites and delights. Dramatic improvements in lighting can help showcase products and cast them in a more-flattering light. Increasing current revenue streams is the second-easiest investment a company can make, next to lowering the cost of doing business.



What's Next For You?

Utilities Dynamics has the ability to find viable, sustainable solutions for any business. No matter if you're big, small, retail, industrial supply, or anything in between, your company's success becomes our only priority when you become a client.

Interested in talking about what our services can be to streamline your company's efficiency? Take the next step, and reach out to us. Offering a zero-commitment, risk-free assessment of your business and its energy profile is the first step to solving your problem.

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