

# Bare Bones Furniture

## Making Customers Feel At Home With Energy-Efficient Lighting

### SMALL COMMERCIAL LIGHTING PROGRAM — CASE STUDY

## Project Profile

### Type of Space

Furniture store

### Square Footage

16,240

### Project Objective

Warm, comfortable lighting similar to a home environment

### Project Benefits

Lowered utility and maintenance bills

Colors appeared more natural

Improved atmosphere for employees and customers

As its name suggests, Bare Bones Furniture in Glens Falls, New York, offers its customers home furnishings at discount prices. But as owners Don Abrams and Steve Quirion know, “bare bones” doesn’t have to mean an unappealing shopping experience for prospective buyers.

In fact, Abrams and Quirion recently undertook a major renovation and decorating project in their 16,240-square-foot store. Their objective was to create a more pleasant shopping environment that could help customers imagine the store’s furniture in their homes.

At the top of their renovations list was replacing the lighting on the showroom’s first floor. Electrical contractor Bob Murtha, Murtha Electric; lighting distributor Mitch Hall, Askco Electric; and Kevin Kent, Monarch Sales—all Allies in the New York Energy Smart<sup>SM</sup> Small Commercial Lighting Program (SCLP)—created a lighting system that provides a comfortable atmosphere, while saving money on utility bills and maintenance for Bare Bones Furniture.



*The store's former lighting system failed to create the welcoming atmosphere the owners wanted.*

## Energy-Efficient Lighting Transforms the Showroom

The original unshielded T-12 cool white lamps in the Bare Bones Furniture showroom made colors seem unnatural, giving the merchandise a harsh, cool look. To make matters worse, the system was inefficient.

Murtha and Hall suggested an innovative, low-cost solution to the store’s problem: overhead fixtures that were inexpensive yet attractive. The new T-8 fluorescent lamps used with these fixtures last nearly twice as long as the old lamps (20,000 hours vs. 12,000 hours), make the colors of the furniture appear more natural, and improve energy efficiency, resulting in lower utility bills. Also, the contractor was able to use existing wiring, so installation costs were low.



*Living room furniture, as it appears under the Bare Bones Furniture new lighting system.*

“Our new energy-efficient lighting gave us just the look we wanted in our store. Customers notice the difference and spend more time looking at the furniture.”

— Don Abrams, co-owner  
Bare Bones Furniture



***The new lighting at Bare Bones creates a comfortable shopping environment and pays for itself in less than four years.***

## Tech Specs

- Original equipment: eight-foot, two-lamp fluorescent strip fixtures with F96T12 cool white lamps with magnetic ballasts
- New equipment:
  - Industrial hooded fluorescent fixtures with parabolic lens (four-foot fixtures using two F32T8/835 lamps with electronic ballasts)
  - 23-watt compact fluorescent bulbs replaced incandescents in table and floor lamps
- Maintenance savings: \$500 per year
- Estimated energy savings: 10,080 kWh (more than \$4,000 per year)
- Payback period after incentives: less than four years

The lighting upgrade on the first floor was so successful that the store owners asked the contractor to design a lighting system for the second floor. The contractor used the same technology as the first floor and also replaced incandescent bulbs in floor and table lamps with low-wattage compact fluorescent bulbs. These compact fluorescents use 40 percent less energy than the incandescent lamps and have a 10,000-hour life vs. a 1,500-hour life.

Overall, the store's new lighting system provides lower light levels, appropriate for a furniture store. The store owners were so pleased with the results that they plan to upgrade lighting in other spaces in their building.

## The Bottom Line

The new lighting system met Bare Bones Furniture's needs and fit their budget. Total cost was just \$1 per square foot, including installation. Maintenance and energy savings will pay for this project in less than four years. In addition, the store's owners expect to receive over \$1000 in cash incentives from the **New York Energy Smart<sup>SM</sup>** Smart Equipment Choices Program for installing qualified energy-efficient lighting.

## For More Information

The New York State Energy Research and Development Authority (NYSERDA) offers businesses energy-saving opportunities through the **New York Energy Smart<sup>SM</sup>** Small Commercial Lighting Program. Additional programs can help businesses reduce utility costs, including the **New York Energy Smart<sup>SM</sup>** Smart Equipment Choices Program, which offers financial incentives to businesses for energy-efficient lighting equipment and a variety of other electric-efficiency measures.

To learn more about these incentives and to make your lighting more effective and efficient, visit [www.nyserda.org/sclp](http://www.nyserda.org/sclp) or call toll-free 1-866-NYSERDA (1-866-697-3732).

*"Upgrading our lighting was an investment, but it was worth it. Working with a lighting contractor and distributor who know energy efficiency helped us get just what we needed."*

— Steve Quirion  
co-owner  
Bare Bones Furniture