



## CASE STUDY

### Rodale Allentown, Pennsylvania

#### THE CHALLENGE:

Rodale, a global media company that publishes health and wellness magazines such as *Prevention* and *Runner's World*, is dedicated to the health and wellness of the individual, community and planet. In keeping with this mission, Rodale wanted to upgrade the lighting in its Allentown, PA warehouses, where outdated lights were not only wasting money and energy, but were positioned in a way that made it difficult for forklift drivers to clearly see the products lining the shelves.

#### THE SOLUTION:

GreenTech Energy Services re-wired and installed new energy-efficient T5 fluorescent fixtures with motion sensors in the warehouse aisles, and also retrofitted fixtures in the production area. By re-positioning the lights to run parallel to the aisles, GreenTech was able to improve the safety and efficiency of operations, while improving the overall aesthetics and workplace environment for the warehouse employees.

#### Energy & Cost Savings:

- Total Cost of the Energy Efficient Lighting Project=\$128,613
- Payback 2.7 years
- KiloWatt Usage Reduced From 122 to 52 (57% reduction)
- KiloWatt Hours Saved =386,451
- Annual Energy Savings=\$34,781
- Operational Savings=\$3,858
- Total Annual Energy Savings=\$38,639
- Ten Year Projected Savings =\$548,938

#### \*Environmental Impact:

- Reduction in Carbon Dioxide =579,677 LBS
- Reduction in Sulfur Dioxide=2,164,127 grams
- Reduction in Nitrogen Oxide=966,128 grams

\*The environmental impact as stated above is equivalent to removing 50 cars from the road or planting 80 acres of trees.



*The lighting project is complete and looks good. The crew was prompt and professional, and did a great job on the install. Hope to work with your company again and we would be happy if you would like to use us as a reference site for other prospective clients.*

**Tim Wehr, Manager of Engineering /Maintenance, Rodale Inc.**

#### BEFORE



#### AFTER

