

Energy Efficiency in Business

Marquette Jeweler Shines Brighter with Energy-Efficient Lighting



Energy Provider: Marquette Board of Light & Power
Project Location: Marquette

Saving Energy = Cost Savings

➔ Saved 26,000 kWh/year

- Replaced showroom and display lighting with LEDs
- Upgraded T12 FL tubes with LEDs

ACTION

Upgraded inefficient lighting to energy-saving LEDs

INCENTIVE

\$1,560 in Energy Optimization Program rebates

RESULTS

Reduced energy costs and improved customer experience

Energy Efficiency in Business

Marquette Jeweler Shines Brighter with Energy-Efficient Lighting



COMPANY NAME:
**Wattsson & Wattsson
Jewelers**

ENERGY-SAVING ACTIONS:

- Replaced 100 60-watt incandescent decorative candelabra-style bulbs with comparable LED bulbs that only use seven watts
- Replaced more than 100 20-watt halogen bulbs used for under-cabinet jewelry display lighting with special extruded under-cabinet LEDs
- Replaced seven 35-watt incandescent MR16 bulbs with six-watt dimmable warm-white LED MR16 bulbs
- Replaced standard T12 fluorescent tubes in custom overhead fixtures with LED tubes

RESULTS:

- 26,000 kWh/year savings
- Received \$1,560 in Energy Optimization Program rebates

When it comes to undertaking energy efficiency projects in historic buildings, preservation and persistence are key. Chris Wattsson, co-owner of Wattsson & Wattsson Jewelers, knew he wanted his store to be more energy efficient and was ready to act when he received a brochure from the Energy Optimization Program offered by the Marquette Board of Light & Power.

“I was initially concerned that our chandeliers were so old that they wouldn’t be compatible with newer LEDs. However, we were able to replace the chandelier bases very easily, which made it possible to upgrade from incandescent to LED bulbs.”

- Chris Wattsson, co-owner of
Wattsson & Wattsson Jewelers

BETTER LIGHTING MEANS BETTER BUSINESS

Lighting upgrades are one of the most cost-effective and easiest ways for businesses to save energy and money. Appropriately enough, lighting is an especially important part of making a potential jewelry purchase shine. After Chris contacted the Energy Optimization Program to perform an on-site electrical energy assessment, they identified together several areas of the store that were ripe for efficiency upgrades. Sterling Lighting Systems, an Upper Peninsula LED lighting company, designed a new lighting plan that both enhances a customer’s shopping experience in the store’s showroom while delivering a high return on investment to Wattsson & Wattsson.

Wattsson was extremely satisfied with the working relationship he formed with both his electric utility and the Energy Optimization

Program. They made sure his project was done right and that he received the maximum rebates available to reduce the project’s up-front cost.

“I was really impressed with how committed everyone I encountered was to energy optimization and efficiency. I was surprised we were able to customize the LED strips needed to update the jewelry cases. I was really happy they were able to get the correct hue of light, as we wanted a warmer feel.”

- Chris Wattsson

LESS MAINTENANCE, LOWER COSTS

LEDs can last 25 times longer than incandescent bulbs and use 80 percent less energy.

“The amount of energy that the building is saving is remarkable. It’s a great return on investment, and I feel great that our building is better for the environment. The products we picked will last a long time, which cuts our costs and creates less waste.”

- Chris Wattsson

THIS COULD BE YOUR BUSINESS

To learn more about the energy-saving options available through your electric utility’s Energy Optimization Program, call **877.296.4319** or visit michigan-energy.org.