

ALTO® Fluorescent Lamps and WAL★MART®

A • C A S E • S T U D Y

Wal-Mart® customers are shown in the door with a smile and a cheerful hello by each store's greeter, an obvious detail the retail giant has kept as a trademark of its service. But what may not be so obvious to consumers are other details, such as the store's commitment to the environment and to the superior light quality, which they get from Philips of ALTO® fluorescent lamps.

Approximately forty-five hundred F32T8/TL835/ALTO lamps were installed in its 130,000 square foot model store in City of Industry, California, in December, 1995—90% of which are still operating. With a burning cycle of 24 hours per day, **these**

lamps have 37,230 hours of life to date—almost double the average rated life per lamp!
(See bullet in box to left.)

ALTO® Fluorescent Lamps and Wal-Mart

Performance Data

- Burning cycle 24 hours per day which converts into 37,230 hours.
- 90% of lamps still operating.
- Approximately 4500 F32T8/TL835 lamps installed December 1995.
- Fixtures contain Lutron controllable (ECO-T8 32-277-2). 2 lamps per ballast.



"Wal-Mart partnered with Philips Lighting in 1995 to test ALTO Lamps in the City of Industry Wal-Mart store. The lights were installed store-wide in December 1995 and 90% are still functioning today."

Laura Pope,
Wal-Mart
Public Relations

OVER
275 MILLION
ALTO® LAMPS SOLD

Let's make things better.



PHILIPS

“Wal-Mart® partnered with Philips Lighting in 1995 to test ALTO® Lamps in the City of Industry Wal-Mart store,” said Laura Pope, public relations specialist for Wal-Mart. “The lights were installed store-wide in December 1995 and 90% are still functioning today. The partnership has since expanded and ALTO Lamps have been installed in all new Wal-Mart stores since June 1998.”

Wal-Mart’s green manager, Janis Blackwell, had predicted the savings from hazardous waste transportation and disposal costs would exceed \$5,000 with every relamping in the California store alone. “The ALTO lamps installed in just one of our stores will eliminate a significant amount of mercury from the waste stream with each relamping,” said Blackwell.



Superior Performance — Guaranteed!

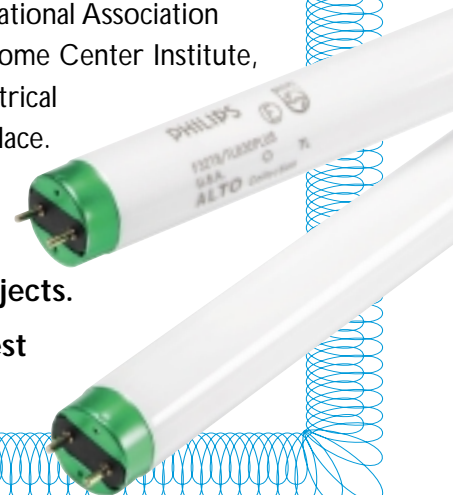
THE ALTO® LAMP TECHNOLOGY WARRANTY

ALTO® fluorescent lamps—the first TCLP-compliant sources—were introduced in 1995. Since that time, over 275 million ALTO lamps have been installed and proven nationwide. Today, ALTO linear fluorescent lamps remain the lowest in mercury content and the only lamps that meet California’s more stringent TTLC test.

The international leader in lighting technology, Philips operates the largest fluorescent facility in the world in Salina, Kansas. This facility was one of the first fluorescent manufacturing operations to achieve ISO 9000 certification.

ALTO has won numerous awards, including the EPA Green Lights Program, the National Association of Independent Lighting Distributors, the National Retail Hardware Association/Home Center Institute, the North American Hazardous Materials Management Association, TED: The Electrical Distributor Magazine, Popular Science Magazine and Plant Services MRO MarketPlace.

- Philips offers a 2 year warranty on all ALTO F32T8 lamps when operated on an approved ballast.
- Longer, competitive warranties can be obtained for specific projects.
- Philips further warrants that ALTO lamps will pass the TCLP test (40 CFR 261.App II).



For More Information and Additional Case Studies Featuring ALTO® Fluorescent Lamps’ Superior Performance, Call 1-800-945-9071.

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A Division of Philips Electronics North America Corporation
Printed in USA 4/00 P-5472

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