

Safeway Cuts Costs and Brightens Stores with **ALTO** PLUS

A • C A S E • S T U D Y

Safeway supermarkets in Arizona have been working with Amtech Lighting Services for ten years. Seven years ago they implemented an electronic retrofit that achieved substantial energy savings. When the original ALTO® low-mercury T8 fluorescent lamps became available, Safeway gradually switched the Arizona stores to the new lamps in their low-ceiling 2x4' fixtures over the course of their regular 24-month wash and relamp maintenance cycles. At that time, Philips ALTO low-mercury fluorescent lamps were the only fluorescent lamps on the market that passed the Environmental Protection Agency's TCLP.*

But Safeway wanted to go one better. In 1999, it wanted to cut maintenance costs and brighten its stores. With Safeway's dual corporate goals of continuous store improvement and ongoing cost containment, ALTO PLUS T8 lamps provided an excellent solution. All ALTO T8 lamps feature HI-VISION™ Phosphor, a proprietary coating that provides the highest CRI and lumen maintenance available.

By switching from standard ALTO T8 TL 70 lamps to ALTO PLUS T8 TL 70 lamps, Safeway could move to a 30-month wash and relamp maintenance cycle while improving lighting quality. And by reconfiguring the remaining 2-lamp 8-foot T12 fixtures in the higher main ceiling (about 50% of the fixtures) to 6-lamp 4-foot T8 fixtures, Safeway could increase light output 21% using the same wattage.

"Grocery stores run on a very tight profit margin," explains Steve Zimmer, Amtech Lighting Services Phoenix Branch Manager, "so saving on maintenance can mean a lot to their bottom line. Spreading maintenance costs over 30 months is more economical than using a slightly less expensive lamp and amortizing costs over 24 months."

The ALTO PLUS T8 lamp's longer life and outstanding lumen maintenance allowed Safeway to reduce maintenance costs while increasing overall light output. ALTO PLUS T8 lamps have a 24,000-hour average rated life, 20% longer than standard T8 lamps, but Safeway realized an excess of 30,000 hours through their rotating energy management system using 12- and 24-hour starts. In addition, the ALTO PLUS lamps had an environmental advantage.

"Philips ALTO PLUS T8 lamps are true low-mercury lamps," says Zimmer of Amtech. "Although competitive lamps now pass the EPA's TCLP* with additives, Philips ALTO lamps have the lowest mercury content in the industry and are the only lamps to meet California's hazardous waste standards. In my experience, on the environmental front, as California goes, so goes the nation."

By implementing a planned system of lighting maintenance, Safeway maximizes labor efficiency, minimizes work interruptions and maintains attractive well-lit stores. The combination of programmed lighting maintenance and state-of-the-art, environmentally-responsible lighting enables Safeway to achieve its dual corporate goals, to be good environmental citizens and to ensure that its stores look their very best at all times.

*TCLP: Toxic Characteristic Leaching Procedure, the U. S. Environmental Protection Agency's 1990 test to measure toxic substances that might dissolve into the ecosystem.



Photography by Mark DeLasso of Visus, Ltd.

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Amtech Lighting Services

Let's make things better.



PHILIPS

PHILIPS LIGHTING MEETS THE CHALLENGE

The converted and reconfigured Arizona stores use approximately 2,500 ALTO® PLUS T8 lamps to light about 80,000 square feet of floor space. These brightly-lit stores meet Safeway's exacting standards of 100 footcandles in open areas (the deli, bakery and general displays) and 80 footcandles in grocery aisles, providing consistent high levels of uniform light and offering increased opportunities for possible cost savings down the road.

Safeway uses a rotating energy management system that turns one lamp off in a 3-lamp set during off-peak hours and rotates the lamps each night. This ensures even lamp wear and accounts for the 12- and 24-hour lamp starts. Because of the higher lumen output per lamp, Safeway is considering keeping fewer lamps lit during off-peak hours which will save more on energy costs.

Since the initial group relamps have just been completed, disposal considerations are a long way off. Safeway could save \$900 per store per relamp cycle by not recycling the lamps (Arizona has 88 stores), but Safeway has often opted not to shave pennies at any environmental cost. Even though Safeway supports recycling, ALTO gives them the option of conventional disposal.

"Overall," reports Zimmer, "the stores are brighter, costs have been reduced and the maintenance remains totally transparent to Safeway's customers."

BENEFITS OF ALTO® PLUS T8 LAMPS

- 24,000-hour rated life per 3-hour start, a 20% increase over standard T8 lamps
- HI-VISION™ Phosphor delivers highest CRI and 95% lumen maintenance
- Cathode Guard reduces lamp end blackening
- Enhanced CRI
- Reduced cost of ownership over lamp life
 - Lowers energy costs by up to 40% when used with electronic ballasts and delivers light output equal to electromagnetic T12 systems
 - Reduces maintenance costs by extending lamp replacement cycle
 - Opens disposal options
- Environmentally responsible
 - Low-mercury, TCLP-compliant* lamps reduce mercury content more than 66% when compared with the 1999 industry average
 - Green End-Caps®*** allow for product differentiation at time of purchase and end of lamp life
 - Broadest line of TCLP-compliant* fluorescent lamps in the market



**Green End-Caps are a registered trademark of Philips Electronics North America Corporation.

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