

Mayer's Inn & Marina and Halogená® Lamps

A • C A S E • S T U D Y

It was a labor of love. When Susan and John Mayer, proud proprietors of Mayer's Inn and Marina in Somers Point, NJ (seven miles south of Atlantic City), bought the property in 1996, they had a vision. Once the site of the elegant late nineteenth century Grand View Hotel with land records dating back to 1694, the Mayers wanted to restore this historic Jersey Shore property to its former Victorian grandeur.

During their painstaking renovation, they spared no expense. Magnificent skylights, an award-winning restaurant with outdoor deck dining in summer months, and a cozy authentic Victorian interior filled with exquisite antique furnishings grace this inviting establishment. Although they worked meticulously with a designer, architect and contractor to create this atmosphere, lighting was the one detail that had been overlooked.

Inconsistent lighting and uneven reflections, all from energy-draining incandescent decoratives and A-lamps at different wattages and stages of life, detracted from the magnificent decor. Philips elegant, long-life 25-watt Halogená® decorative lamps with their unique flame-like shape came to the rescue in the dining room chandelier, bar fixtures and indoor sconces, looking like candles in frosted glass.

Their clarity of color and crisp, white light brightens the atmosphere in the common rooms, amplifying the etched glass patterns in the fixtures and enriching the fabrics, textures and beauty of the woods. Due to their higher light output, they can be dimmed to 18-watts to blend with surrounding light levels thus saving energy and providing even lighting throughout the space.

In guest rooms, Halogená Classic lamps are used in table, desk and floor lamps as well as in fan and bathroom fixtures. Much more flattering to guests, especially in the bathrooms, they enhance the rooms' ambiance and last three times longer than the incandescent A-lamps they replaced. Outside, Halogená decoratives in wall sconces on the front porch and wrap-around balconies surround the inn with an inviting glow.

"Since the new lamps were installed, people have been commenting on the light fixtures themselves which never happened before," Susan says. "The even lighting throughout the inn makes everything look great. We're saving on electricity and are no longer forever replacing bulbs. We just can't believe the difference that the new lighting has made to our operation."



"We just can't believe the difference..."

Susan Mayer, Proprietor

Let's make things better.



PHILIPS

PHILIPS LIGHTING MEETS THE CHALLENGE

Philips Halogená® lamps may be the show stopper, but it took some additional families of Philips Lighting products to bring it all together. Dimmable MasterLine™ PAR halogen lamps, used in dining room recessed downlights (60-watt PAR 38 floods) and in recessed eyeball fixtures over the bar (50-watt PAR 30 short neck floods), compliment the Halogená decoratives to bring out the colors and textures of the decor; make the crystal sparkle and guests look their best.

Prior to installing the MasterLine PARs, the downlights contained A-19 lamps which were not suited to the application. This mismatch caused uneven shadows, wasted energy and the need for frequent replacement. The new MasterLine PAR lamps last longer, save energy and feature a patented optical system that generates superior wide flood patterns resulting in brighter, whiter, more even light. Because more light is directed into the room instead of being lost in the fixture, the PAR lamps of the same wattage as the A-lamps they replaced, can be dimmed to provide significant energy savings while generating the same light level.

Several types of Marathon™ compact fluorescent energy-saving lamps were also used. Marathon flood lamps (15-watt SLS R30 or R40) replaced 60-watt A-19 incandescent lamps in hallways, and stairwells, which are lighted 24 hours. In addition, Marathon floods replaced 60-watt A-lamps in guest room entryway recessed downlights. Saving 45-watts on each replacement, the Marathon flood lamps last 8,000 hours, enabling users to maximize energy savings and reduce maintenance costs. What's more, the built-in reflectors direct all the light out of the fixture, increasing efficiency while maintaining light levels.

Surrounding the outdoor dining deck in summer months are Marathon Bug-A-Way (EL/O 15 BAW) lamps, which enable guests to enjoy insect-free alfresco dining. Complimenting the outdoor Halogená decoratives, the Marathon Bug-A-Way is an energy-saving, low-maintenance replacement for the 75-watt incandescent bug light.

The combination of the perfect color rendition, superior optics and dimmability of Philips Halogená and MasterLine PAR halogen sources with the maximum energy efficiency and long life of versatile Marathon compact fluorescent lamps provide the best of all worlds: an inviting ambiance, consistent lighting, energy savings and longer life – the perfect recipe for image enhancement and profitability.

BENEFITS OF Halogená® LAMPS



- Last 2250-3000 hours – approximately three times longer than equivalent incandescents
- Crisp, white light (2900°K); high color rendering (CRI=100)
- Direct replacement for standard and candelabra screw-based incandescents (generates same heat as equivalent-wattage incandescents)
- Fully dimmable for design flexibility and energy savings
- Available in a variety of wattages and bulb shapes

Philips Lighting Company
200 Franklin Square Drive ■ P.O. Box 6800
Somerset, NJ 08875-6800
1-800-555-0050

www.lighting.philips.com/nam

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Philips Lighting
281 Hillmount Road
Markham, Ontario L6C 2S3
A Division of Philips Electronics Limited