

*Bright Ideas, Bold Innovations*

# Super Savings Brighten SuperMall

## Increased Light and Energy Savings

"SuperMall of The Great Northwest" located just east of Tacoma in Auburn, WA is a over one million square foot shopping complex serving over 7,000,000 customers annually. Opened in 1995, this beautifully designed mall features unique theme areas near each mall entrance to help make the experience more interesting and unique during each shopping visit. SuperMall is just 1 of 24 malls owned and operated by Glimcher Realty Trust, which is headquartered in Columbus, Ohio.

Paul Hensley, operations director of the mall, was looking for "more uniform brighter light, with energy savings". SuperMall was looking to achieve significant energy savings through more efficient contemporary lighting technology, reduce the incidences of lamps changing slightly in color appearance and provide brighter and more uniform light throughout all areas of the mall for the entire life of the lamps.



*"We were looking for more uniform brighter light, with energy savings and that's what the Venture product has delivered. We're very satisfied."*

*-Paul Hensley,  
Operations Director*



*SuperMall of the Great Northwest  
Auburn, Washington*

**VENTURE**  
**LIGHTING**

# Brightening SuperMall

PULSE START METAL HALIDE LIGHTING SYSTEMS



## Challenges and Results

To achieve its ambitious lighting and energy improvement goals, SuperMall turned to United Lamp Supply of Tacoma, WA. With over 42 years of commercial, residential and wholesale distribution lighting experience including major lighting projects for Alaska Airlines, Trident Seafoods and Larson Auto Group, United Lamp Supply was more than ready for the task. Karl Willard, Sales Manager for United Lamp, with more than 20 years of lighting experience himself managed the project from beginning to end, and was able to help SuperMall achieve fantastic results. Karl recommended Venture Lighting products.

Initially, (240) older technology 1000W probe start lamps and ballasts were replaced with Venture's energy efficient 875W pulse start lamps and ballasts in the mall's various parking lots. These state-of-the-art lamps and ballasts immediately provided improved light output, saved the mall 155 watts per fixture, and even more impressively, footcandle readings with the new 875W pulse start were a full 37% higher than with the previous probe start technology! Since the photometrics of these lamps were consistent with that of the replaced lamps, the existing parking lot poles and fixtures did not need to be changed, significantly reducing installation costs for this portion of the lighting project.

In the food court areas of the mall, (91) standard 250W probe start lamps and ballasts were replaced with the same number of energy efficient 200W pulse start systems and, (35) 400W probe start lamps and ballasts were replaced with the same number of energy efficient 320W pulse start systems. Food court patrons were able to enjoy their break away from hectic shopping activities in the glow of the bright and white light provided by these new systems. And at the same time, SuperMall was able to benefit from even more incredible energy savings... a win-win for all concerned!

In the various entrances of the mall, (32) 175W probe start lamps and ballasts were replaced with the same number of energy efficient 150W pulse start lamps and ballasts. Each of these mall entrances has a unique "theme" associated with it such as air travel, the great outdoors, railroads and carousels. Brilliant and pleasing

white light now shines down onto these theme areas where previous light was rather drab and less than inspiring. Paul Hensley is happy to report that the initial introduction to each mall entrance now plays a more positive role in the overall shopping experience for SuperMall customers.

## Saving from Rebates

SuperMall was also able to avail itself of a huge energy rebate from the local energy utility, Puget Sound Energy, as a further incentive for using this new and highly energy efficient technology. Through the hard work and persistence of United Lamp Supply, the mall received an incredible upfront rebate of \$156,000.00. This rebate alone enabled them to reduce the payback period for the entire project from 4 years to an amazing 2 years!



SuperMall of the Great Northwest set initial goals of "going green", becoming both environmentally friendly and more energy efficient for this first of many mall lighting upgrades, and was able to achieve all of this and more through the efforts of United Lamp Supply and Venture Lighting's products, it was able to achieve them all beyond every initial expectation. Incredible energy savings as well as an equally incredible energy rebate were

achieved, the previous problem of occasional color shifting from lamp to lamp was virtually eliminated and now, beautiful, whiter and more uniform light shines brightly throughout all areas of the mall. SuperMall and its owners couldn't be more pleased with the results obtained, and can't wait to see similar results achieved throughout their 23 other nationwide malls.



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