

LED Lighting Case Study – Fashion Retail

Maggie T Indooroopilly, Indooroopilly Queensland 4068

11th November 2015



Fashion Retail Store LED Lighting Conversion

Opportunity:

Maggie T made the decision to refurbish their Indooroopilly store to freshen its look, and one element they wanted to improve on was lighting. After the success of the Metro store, a decision was made to follow the same path and carry out an LED lighting conversion. Southern LED Solutions were again engaged, and worked in with the store designers Edge Concepts, to assess the current lighting installation, and come up with a 'best-fit' LED solution that kept changeover costs to a minimum (retro-fit scenario), whilst maintaining the look and feel Maggie T desired.

Southern LED Solutions Role:

The first step was an assessment on the existing lighting installation to determine the following factors:

- Types of current store lighting (eg; halogen, fluorescent), wattage of existing fittings and colour temperatures (important for fashion retail).
- Total number of light fittings per type.
- Days per week lights operated and running hours per day, including electricity \$ rate (power bill provided by Maggie T).

The next step was to review of all the data gathered, consolidate findings, confirm all aspects with Edge Concepts and present a proposal for Maggie T to consider, regarding an LED lighting conversion for the Indooroopilly store. The proposal outlined the following elements:

- An in-depth understanding of the current lighting installation.
- A proposed LED lighting solution (best-fit) which minimised changeover costs, and maximised savings (cost & environmental) whilst maintaining aesthetics.
- A clear overview of the estimated savings, both cost and environmental (CO2 reduction), broken down in to individual lighting types for full transparency.
- The estimated maintenance savings to be achieved by switching to LED lighting, due to the far superior lifespan.
- The estimated return on investment (ROI), which was 1.71 years, plus estimated savings post ROI period (Approx. \$29.5K).

Success:

After reviewing the overall operating costs (power bills) post LED lighting changeover, and comparing the numbers, it was confirmed that Maggie Indooroopilly had reduced their overall daily power consumption by **899kWh** per month (62% reduction), and overall monthly running cost by a huge **57%**. At this savings rate, the real ROI is likely to be around **1.46 years**, which is less than originally estimated. These savings and estimated ROI are and will be a huge advantage for Maggie T Indooroopilly moving forward. Along with the fantastic savings that resulted from the LED lighting changeover, the overall appearance of the store was significantly improved, providing a brighter and more inviting space for customers to shop. Southern LED Solutions continues to work with Maggie.

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The LED Changeover Detail:

Below is the detail of the lighting changeover, showing the type and quantity of fittings converted to LED.

8 x 35W T5
Fluorescent Tubes



2 x 72W LED Strip
Light Kits (5m)

10 x 36W T8
Fluorescent Tubes



10 x 22W LED
Tube Lights

14 x 100W
Halogen Shoplights



14 x 20W LED
Shoplights

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The LED Changeover Detail:

Below is the detail of the lighting changeover, showing the type and quantity of fittings converted to LED.

11 x 70W Metal Halide Shoplights



11 x 25W LED Shoplights

11 x 140W Metal Halide Shoplights



11 x 50W LED Shoplights

1 x 210W Metal Halide Shoplight



1 x 75W LED Shoplight

Contact

For any questions or queries regarding this case study please don't hesitate to contact:

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“We look forward to partnering with you for all your LED lighting needs”

