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## Gerrity's Supermarkets, Multiple Locations

Eneref Institute examines new efficient fluorescent lighting at Gerrity's Supermarkets in Scranton, PA, that utilize, a highly reflective, material to brighten the stores with fewer lamps.

Joe Fasula, vp of Gerrity's Supermarkets, faced a lighting dilemma at his company's nine stores in northeast Pennsylvania: All were outfitted with an aging fluorescent system that was losing its reflectivity. As a result, the stores' aisles were becoming dimmer and less attractive to shoppers -- even as Fasula's lighting bills continued to climb.

To overcome those problems, Gerrity's turned to EnvironmentalBuild

(Dalton, Pa.), a distributor of eco-friendly construction products. EnvironmentalBuild recommended replacing the supermarkets' existing four-lamp, T-12 fluorescent lighting system with one that uses two-lamp, T-8 fluorescents. A key feature of the new system is an electronic ballast that's backed by MIRO-Micro Matt, a highly reflective material developed by ALANOD Aluminum (Ennepetal, Germany) that creates a brighter environ-

ment with fewer lamps.

Installing this new lighting cost Gerrity's about \$40,000 per store. However, EnvironmentalBuild says the supermarket chain will quickly recoup that investment, as the updated illuminating is expected to reduce its energy costs at each store by more than \$35,000 per year. In addition, the new lighting system allowed Gerrity's to take advantage of a federal tax credit through the Energy Policy Act of 2005 that benefits businesses that lower their energy usage.

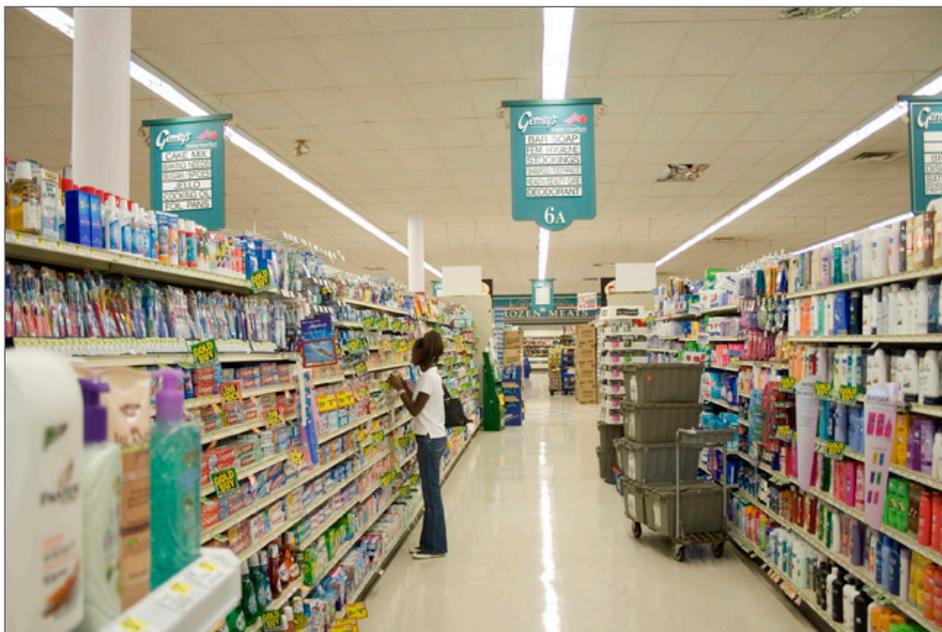
The cost savings has also been good news for the environment and for Gerrity's customers. "With the cost of food on the rise, this allows us to absorb more of these cost increases before we have to pass them along to our customers," says Fasula ●



Gerrity's was able to take advantage of federal tax credits available to all businesses that reduce their energy usage.



This article is an excerpt of the future Eneref report which assesses the impediments to building zero-energy urban communities in the US. A companion film documentary, The Eneref Project, will seek to demonstrate to key decision-makers how zero-energy communities can be commercially viable.



The MIRO reflector system offers more light and better color rendering giving Gerrity's shoppers an improved view of product labels.