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Palram Sees the Light. Goes Green to Save Green

(Lehigh Valley, PA – March 17, 2011) – It started with a combined goal at Palram: reduce Palram's carbon footprint, while also reducing operating expenses. Palram has completed the process of swapping out all its low efficiency metal halide lighting for the higher efficiency T5 lighting. Motion sensing detectors were also installed in some areas for even greater energy usage reductions.

The T5 lighting has a shorter start up time and a 20% longer life than metal halide lighting. The long life of the T5 lighting will allow for reduction in maintenance and lamp replacement costs. The initial start up and restart time of the T5 lighting is less than 1.5 seconds, up to a 160% reduction in start up time and up to a 400% reduction in restart up time versus the metal halide lighting. The faster restart of the T5 lights also adds safety value in the production halls and warehouses during power outages.

The new T5 lighting also produces a higher and more consistent lumen per watt output value versus the metal halide lighting. The T5 lights start bright and stay bright while the metal halides will fade significantly over time. In addition, T5 lights have a greater Color Rendition Index (CRI). The CRI is the ability of a light source to mimic natural light when viewing colors. This helps to reduce the effect of metamerism, specifically illuminant metameric failure, where colors will appear differently in different sources of light. Natural light is the best source for color comparisons. With the addition of the T5 lighting, Palram has increased the production area CRI by 40%, which is excellent news for color production monitoring and observation.

Palram replaced 230 lights in the P2000 building and 139 lights in the PPI building for a total of 368 lights replaced. Palram reduced the total annual electricity consumption reduction of 681, 547 KWH for the project and reduced their carbon footprint by more than 400 metric tons or 883,950 lbs of CO₂. (Conversion = .0005883 metric tons or 1.297 lbs of CO₂ per KWH). These are conservative numbers that do not factor the motion sensing detectors installed in the P2000 warehouses. These lights only illuminate when employees are in the immediate area.

What do all the numbers mean? The United States Department of Energy (USDOE) ¹ states that, in 2008, the average annual electricity consumption for a US residential utility customer was 11,040 KWH. Palram's new T5 lighting is saving 681,547.78 KWH per year between the two facilities. The energy consumption reduction realized by Palram could power over 61 average American homes each year. Palram is proud of this achievement and will continue to implement green initiatives designed to improve the sustainability of the earth and the communities that Palram operates in.

About PALRAM Americas

With over 45 years of expertise in the industry, PALRAM has established manufacturing, distribution and sales operations across seven continents and 120 countries around the world. Palram markets its products to the sign and graphics market, as well as to the commercial, industrial, residential, marine, and do-it-yourself construction markets.

¹ United States Department of Energy, *State Electricity Profiles 2008*, March 2010

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