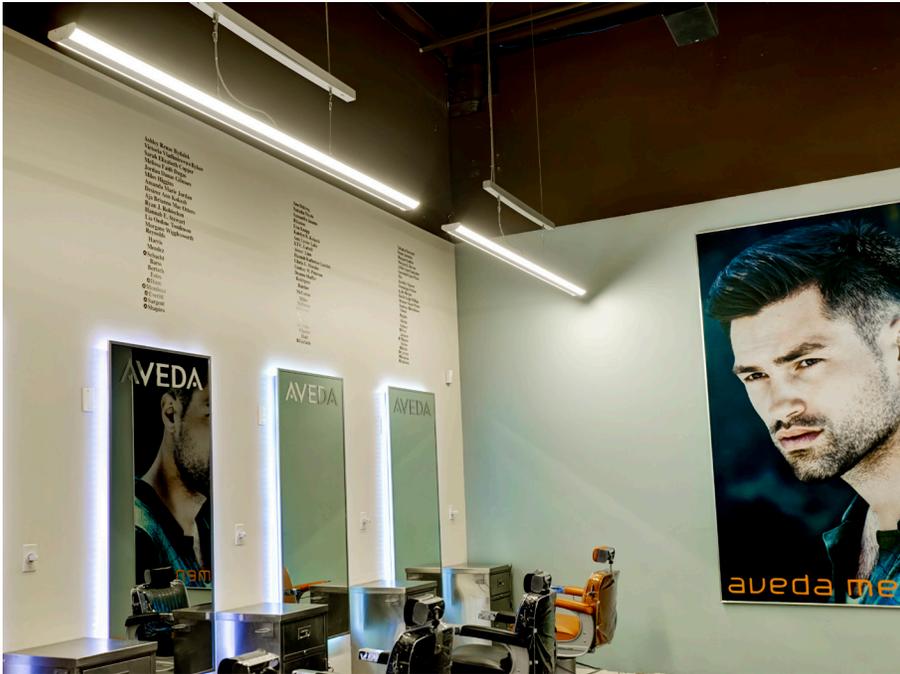


Cosmetology School Cuts Energy Costs with MaxLite LED Lighting



CASE STUDY



“As stylists, it is essential to have lights that create even balance, true color and minimal heat. At Aveda, environmentally conscious choices are so important to our building and these lights allow us to live our mission and create an amazing environment for our guests. We have incurred less redo services because our guests now see the true colors in their hair.

“Additionally, there isn’t a bad station on campus because the lights cover so much of the area. We have seen better social media images and guest consultations and love the lights.”

- Dale LeMonds, owner
Aveda Institute Denver



The Aveda Institute of Denver, Colorado, a school for cosmetology and spa therapy, wanted to update its facility with lighting that was brighter, more contemporary looking and, most importantly, energy efficient. Setting an example for environmental leadership and responsibility is a guiding principle for Aveda, which specializes in hair care and plant-based skin care products, so making the switch to the energy-saving benefits of LED was a natural step for the Institute.

The main floor of the facility was lit by 45 suspended 250-watt metal halide highbay fixtures that were dim, industrial looking and difficult to maintain. With a lighting renovation, the facility wanted to create a more energizing learning environment for students and staff. The sleek appearance and smooth light output of the MaxLite’s 8’ Polygon Linear Fixture was the perfect solution. The facility was able to achieve the desired light levels while reducing the overall fixture count using just 36 of the 80-watt Polygon models in a 3500K color temperature. Above the sinks, where hair is washed and colored, MaxLite 2’ x 2’ Direct Lit Panels were installed into seven existing fluorescent troffers. The 35-watt, 3500K panels were chosen for their even, consistent light, high lumen maintenance and excellent color rendering, which is critical to stylists during hair color applications.

Aveda Institute of Denver purchased the products through MaxLite distributor CES Denver Central, assisted by Ted Lunn, as well as locally based sales representative Integrity Sales Group. Lighting Bug Electric performed the installation.

By converting its lighting system to LED, the Aveda Institute will save more than 50,000 kWh and \$5,000 in energy costs annually.

MaxLite

MaxLite has been committed to providing energy efficient lighting products for more than 20 years, and was one of the first movers into LED technology in the industry. A four-time ENERGY STAR® Partner of the Year, MaxLite offers an extensive line of quality, certified indoor and outdoor LED lamps and luminaires.

