

MaxLite LED Lamps Help Hair Salon Highlight Its Services



CASE STUDY



“The right lighting is absolutely essential to our stylists as they work on client’s hair. The MaxLite BR lamps strike the perfect balance of delivering the bright, color-accurate lighting our stylists need, while looking modern and appealing to our clients.”

**-- Jennifer Parrotta Ciaglia
Co-Owner, Salon 518**

Salon 518, a new construction in Short Hills, New Jersey, chose MaxLite LED BR lamps for general lighting throughout the 2,000-square-foot space, which provides hair styling services to its clients. The interior of the salon is modern, yet romantic, with shades of white, cream and gray contrasting against dark hardwood floors throughout the space. When it came time to select lighting for the new business, salon co-owner Jennifer Parrotta Ciaglia knew she needed illumination that was bright enough for her stylists to work under, but not too harsh on clients’ eyes. She was also concerned with choosing a light source that would help keep her operating costs down. She chose MaxLite’s LED BR lamps for their long life, energy efficiency, high color-rendering index and sleek design. Seventy downlight fixtures in the salon were fitted with 11-watt BR30 lamps in a color temperature of 4100K, to create a bright, contemporary atmosphere that would be welcoming and comfortable for guests while enabling stylists to accurately cut hair and perform color treatments such as highlights and lowlights. The LED lamps consume 60 percent less energy than conventional light sources and operate at cooler temperatures, which will help the salon save significantly on its annual electricity costs.



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 three-time ENERGY STAR® Partner of the Year, MaxLite established the MaxLED® brand, an extensive line of indoor and outdoor lighting fixtures featuring innovative LED luminaires and lamps using the latest state-of-the-art LED technology.

