



AFTER



BEFORE

Exterior/Roadway LED Upgrades

Helping L Brands Light the Way

Executive Summary

L Brands partnered with Loeb Electric to upgrade their corporate campus with GE Evolve LED Cobrahead fixtures, saving them money and helping their associates stay safe.

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THE RESULTS*

Energy Savings/yr 90,500 kWh
Safety Issues Immediately Resolved
Carbon Dioxide Savings/yr 63.4 tons
Forest Added 17 acres

**Calculations are estimates based on registered data prior to project inception. Fixtures are Energy Star rated.*

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About the Client

L Brands is an international company that sells apparel, personal care, and beauty products through Victoria's Secret, PINK, and Bath & Body Works. The company operates nearly 3,000 company-owned specialty stores in the United States, Canada, the United Kingdom, Ireland, and Greater China, and its brands are sold in more than 650 franchised locations worldwide. The company's products are also available online. With more than 80,000 associates, L Brands recorded sales of \$13.2 billion in 2018.

The Challenges

L Brands was not only losing money on an outdated lighting system, there were issues in maintenance and safety at their corporate headquarters in Columbus, OH. The failing high pressure sodium lights did

not properly light the roadways across their sprawling corporate campus encompassing a distribution center, corporate offices, as well as maintenance and other mixed-use buildings. With 2 shifts of employees and tractor trailers supplying 24/7 activity on the company's roadways, their old lighting system became a serious financial and safety concern.

The Solution

Loeb Electric worked with L Brands on choosing the appropriate product and updating the lighting system—on time and on budget. The outdated system was replaced with GE Evolve LED Cobrahead fixtures. The new lighting immediately provided a brighter, whiter light that fully illuminated the span of roads while making signage and roadway markings easier to see and read. The new system now saves 90,500 kWh per year and significantly reduces maintenance costs with a 50,000 hour, L85 rated life.

PRODUCT INFO

GE current
a Daintree company

Evolve® LED CobraHead

- Modern design incorporates the heat sink directly into the unit for heat transfer to prolong LED life.
- Three levels of surge protection: basic, enhanced, extreme
- System rating: L85 at 50,000 hours



GE's unique reflective optics are designed to optimize application efficiency, minimize glare, and "shape" the light to where you want it to go.

To see how Loeb Electric can help you meet your goals, contact a Sales Representative at **800.533.9271** or visit **LoebElectric.com**.