

LED lighting upgrade earns \$318,340 incentive

CASE STUDY

✓ Hakim Optical Ltd.

PROJECT STATISTICS

Hakim Optical Ltd. upgraded to LED lighting in 135 Ontario stores. Under the Head Office program, a single point of contact through Toronto Hydro covered all locations.

Before: Variety of halogen and incandescent 50W – 150W

After: LEDs from 6.5W – 19W

Project cost: approx. \$647,058

Demand savings: 820 kW

Electricity savings: \$557,714/yr.

Payback with incentive:

Under 9 months

Energy savings: 4,647,615 kWh

Incentive: \$318,340



HAKIM
OPTICAL

Above: Sir Karim Hakimi

For Hakim Optical Ltd., bright lighting is critical to show off the selection of designer eyewear available at each location.

That means there are many fixtures, mounted both on the ceiling and inside display cases. Before the upgrade to LEDs, lighting presented many challenges. The lighting created excessive heat on the product, making the store feel uncomfortably warm. This in turn required extra air conditioning, which drove their electricity costs up.

The LED upgrade solved all these issues: electricity costs are down, the stores are cooler and LEDs last much longer than other lamps. Maintenance costs have also been reduced.

Hakim president, Sir Karim Hakimi is very pleased with the results. "I get a lot of compliments. With the LEDs, I can afford to put additional lighting on the products so the details of the frames are easy to appreciate," said Sir Hakimi.



"I would tell all retailers to switch to LED lighting so that they can benefit from the energy savings."

Sir Karim Hakimi, President, Hakim Optical Ltd.

A pilot project clinched the upgrade

While Hakim Optical wanted to cut costs, there was a concern over how LEDs would show off the designer eyewear. To introduce the rebate program and present the case for LED, Hamid Heidary, a lighting consultant with LIGHT44°, performed a pilot project in one store to showcase the latest technology in LED lighting. Sir Hakimi was extremely pleased with the results. The fresh look of LEDs, combined with the incentive calculations, closed the deal.

Easy to handle many locations at once

The Head Office program is designed to help business owners upgrade locations throughout Ontario quickly and efficiently. One application is made to a designated lead utility, in this case Toronto Hydro, who coordinates with other utilities relevant to the client locations.

Typically, various locations are grouped together into a single administrative project to streamline the process and ensure smooth implementation as the upgrade rolls out.

Hamid Heidary of LIGHT44° arranged and completed the application on behalf of Hakim Optical. He said, "It was a pleasure working with Toronto Hydro to complete this project. It was absolutely seamless, accurate and professional, from very simple paperwork to execution of the whole Head Office application."

Air conditioning is the next target

Hakim Optical is now looking for further savings. "I believe that some of my air conditioners are older models and use far more energy than necessary," said Sir Hakimi. "I have to do a complete checkup on all the stores and factories that have giant air conditioners to see where I can save energy."



Make your case: calculate your complete savings

In reviewing opportunities for reducing electricity costs, remember that one energy-efficient upgrade often results in further cost reductions. Factor this into your payback calculations to build your case.

For example, an upgrade to LED lighting means fewer replacements, saving both the costs of lamps and maintenance, and resulting in a noticeable heat reduction. So be sure to adjust air conditioning for comfort and additional savings.

Contact us today to get started.

Left to right:
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