

# Big Savings, Brighter Light

Dietrich Case Study Shows \$78,312 Annual Savings



Jared Lyons, Plant Engineer, Dietrich

When the Barclay Brand Ferdon Account Rep, Ron Sasinski, first called on Dietrich Metal in their Boonton, NJ manufacturing facility, they were not searching for a new lighting system but looking at ways to lower service costs on their lift truck fleet. While there, Ron noticed that there were areas of the facility where lighting was inadequate and pointed out the safety issues to the customer.

Tony presented the proposal and projected savings. After installing a row of fixtures and monitoring the savings, it was evident that this was going to make a huge difference in Dietrich's annual utility bills and solve the Safety issue in the facility. Additionally, the NJ Clean Energy Program offers incentive payments for "energy saving" measures taken by NJ companies. Barclay Brand Ferdon submitted all of the paperwork necessary to enroll Dietrich into the program and found that Dietrich qualified for a **\$12,750** rebate. Once the application was approved, all Dietrich had to do was cash the check. For larger projects, where larger rebates apply, we offer financing programs, in some instances, with no cash outlay required.

"The Orion Lighting installed by Barclay Brand Ferdon has been a tremendous benefit. It saves money not only on the electric bill but on the cost of the bulbs as well. In addition, the lighting is much better and increases productivity," stated Jared Lyons, Plant Engineer, Dietrich.

He added, "We selected the Orion Lighting product because it is the only product that works properly on the 30ft level ceilings. This lighting project has been so successful; we are converting several of our other plant locations."

Today's trend towards energy-conscious facility investments sparked by rising utility bills makes Orion Lighting Systems a "must explore" option for manufacturing, distribution and other energy hogs. When faced with necessary cost cutting, often companies first look to replace factory equipment or install more efficient air conditioning systems and overlook the high-intensity discharge lights often found in industrial settings that can be serious energy wasters. Half of the energy they consume is transformed into heat and vibration rather than light.

Orion's patented illuminator lighting fixture tackles this problem by separating the ballast – the device that regulates light flow – from the lamp. The fixture, made of aluminum rather than steel, includes a frame around the lamp to keep it cool. The reflectors direct light exactly where it is needed. Because the lights replicate sunlight at noon, they reduce glare and fill in shadows, making them easier on the eyes of people working under them.

Barclay Brand Ferdon began bringing better light and big savings to customers over two years ago. Tony DeLuca, Barclay Brand Ferdon's Lighting Engineer, has assisted many companies in saving thousands of dollars with this revolutionary product. "For customers that are disbelieving at first with the savings that I project, I have installed a few fixtures in their facility and linked it to an Orion patented meter. This meter converts the energy savings into what I call the universal language – dollars."

Dietrich Metal Framing has been one of the many customers that have experienced the cost savings created by the installation of an Orion Lighting system. Dietrich Metal Framing, a Worthington Industries Company, is the leading manufacturer of light-gauge framing and finishing products, systems and services for commercial and residential construction providing drywall & structural framing, floor joists and roof trusses, metal lath and an extensive line of metal, vinyl, veneer, plaster and stucco finishing beads and trims.

**Total Annual Savings**  
**\$78,312.00**

Barclay Brand Ferdon will work with you to develop a lighting system that will offer improved lighting and lower energy expenses. So if you are considering ways to reduce utility bills, call us today.



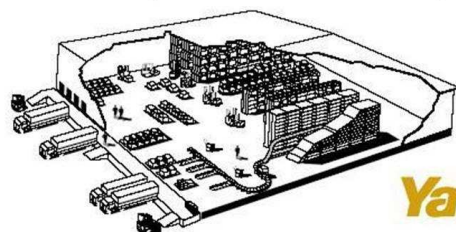
BEFORE



AFTER

## Barclay Brand Ferdon

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