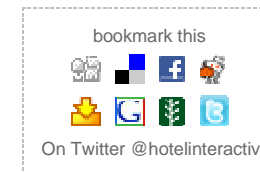


Hotel Lighting Just Got a Whole Lot Cooler

Tuesday, August 24, 2010



Lighting is always a hot topic amongst hotel operators, and for good reason. It's estimated that, on average, interior lighting accounts for 28 percent of a typical hotel's energy bill.

An energy-efficient lighting program can help reduce overall energy consumption and expenditures, while demonstrating a commitment to sustainability to today's tens of millions of eco-conscious travelers.

Until recently, hoteliers' options in energy-efficient lighting have been limited by available designs and by cost. But that is starting to change. New LED technology delivers fantastic light, long life and tremendous energy savings that pays for itself in a shorter amount of time.

"In the past, not a single manufacturer had a suitable LED replacement for a 100-watt incandescent light bulb," says Ray Burger, President of Pineapple Hospitality — the premier distributor of Green Hotel Products and Marketing Programs for the Hospitality Industry. "However, LED applications rapidly are being developed for hotels, particularly in 24-hour burn time situations that are economically and environmentally beneficial."

"Because of the low wattage required and the long life of the LED products, the economic reasons are compelling to begin using LED products sooner than later," Burger adds. "And any time you can reduce the number of watts being used and extend the life of the lamp in the socket, you have found a better solution for our environment."

LED lights are extremely small semiconductor diodes that are capable of creating light. LED lights work very similar to standard light bulbs except that LEDs are much smaller and contain no filament. Instead of a filament, an LED creates light using the movement of electricity along the path of its semiconductor.

High-quality LED lights can last for more than 50,000 hours, requiring only 9 to 14V DC power, which is very low compared to the power required by traditional lighting. In most cases, they are simple to install and don't require any additional upgrades — all you have to do is simply change the bulb.

Pineapple Hospitality has a growing range of LED solutions for all your lighting needs, including the latest from Next Gen Illumination (NGI), TCP and General Electric.

Taking the Temperature

To find out just what a difference LED lights can make compared to traditional incandescent lights, all you have to do is take the temperature. Thermal imaging shows that the new MR-16 LED lights from Next Gen Illumination operate about 200 degrees cooler and provide 90 percent energy savings per lamp compared to traditional light bulbs.

"In the hospitality industry, especially in sunny, tropical locations, hotel operators are always trying to keep it cooler – and 300-degree light fixtures aren't doing anyone any favors," says Erik R. Figenskau, Director of Sales and Marketing for Next Gen Illumination. "Taking 200 degrees off every light, that's huge. It uses 90 percent less electricity and really lightens the load on your HVAC system."



Pineapple

Green Products, Programs and Services

And unlike some other products on the market, you aren't sacrificing quality for energy savings. Extensive third-party testing demonstrates the NGI MR-16 "beats everything out there," in terms of light output, color quality and color consistency, according to Figenskau. Added benefits include the elimination of UV damage to wallcoverings, fabrics and décor associated with halogen sources.

Engineered for optimum heat dispersion, the NGI MR-16 has an expected 70 percent lumen maintenance lifetime of 50,000 hours. Based on conditions, payback for the light comes in 6 months to 1.5 years, especially if you consider the "true cost of lighting," which combines energy consumption, maintenance, lamp replacements and disposal costs. Most users of halogen MR16s know they too often need replacement, generate tremendous heat, and often damage fixtures.

"We say it's not about return on investment — there's only return. The savings start adding up from the minute you switch out the old bulb," says Figenskau. "If facility guys are considering an upgrade to their building, do this first. The energy saved becomes cash flow to fund other endeavors. Plus, you might be eligible for grants, tax incentives, and rebates available for energy-efficiency upgrade projects." Next Gen Illumination recently relamped a facility using 145 halogen lamps with its 4.5-watt MR16s. Saving 70.5 watts per bulb replaced saves this very satisfied hospitality customer thousands of dollars annually.

Particularly for hotels looking for Leadership in Energy and Environmental Design (LEED) points or other kinds of "green" certifications, the NGI MR-16 can help you achieve some of the necessary lighting energy load reductions. This MR-16 reduces energy use, heat, carbon dioxide, greenhouse gases and contains no mercury. Because of its long life, you also save on packaging waste and maintenance time for replacing burned out bulbs. Next Gen Illumination is an Energy Star Partner and a member of the Department of Energy's Solid State Lighting Quality Advocates Program by following the Lighting Facts labeling guidelines.

Taking Lighting to the Next Level

With TCP's LED Elevator Lamp Series, energy savings are going up, while maintenance costs are going down. Ideal for low-voltage elevator lighting applications, TCP's durable LED Elevator Lamps are the best possible lighting conversion solution when considering energy and maintenance savings.

Benefits include:

- * Energy Efficient: 90 percent less energy than incandescent replacements — only 2 watts!
 - * Long Life: 25,000 hours — 25 times longer than incandescent alternatives).
 - * More Light: More overall light output compared to incandescents.
 - * Very Durable: Solid-state lighting technology significantly reduces lighting service and maintenance calls that occur due to burnt out incandescent lamps.
- Low Heat: Very low heat generation in the cab as compared to incandescent lamps.
 - On/Off Cycling: This capability is compatible with occupancy control systems.

If you convert a 24-lamp elevator, you will save \$4,841 in operational costs over the life of the LED lamps! This estimates to a half-year payback when you include initial lamp costs.

With their sturdy, vibration-proof design, LED elevator lamps are the smart choice for elevator lighting. These little energy-efficient lamps also emit very little heat, which saves on air conditioning costs. And, since LEDs do not give off UV light, fading is eliminated.

Also available from TCP are its new LED Deco lamps. Featuring industry exclusive full-dimmability capabilities, the LED Deco Lamps are perfect for hospitality applications such as chandeliers and decorative wall fixtures.

They dim smoothly, all the way from 100 to 0 percent, without annoying flickering. And they are incredibly energy efficient — using only 2.6 watts, so they can pay for themselves quickly with energy savings alone. They're designed for long life and reliable operation, with a 25,000-hour rated life.

These brilliantly engineered and designed lamps feature TCP's exclusive omni-directional LED design arrangement, which mimics the look of a traditional deco lamp. Environmentally friendly as well as energy efficient, these lamps are UL Damp Location-rated for outdoor use and are RoHS (Restriction of Hazardous Substances) compliant.

Energy Smart

GE energy smart® LED Lamps bring energy savings to a variety of lighting applications. The long life and high efficiency of the GE energy smart® family make them an ideal solution for general lighting and hard-to-reach lighting fixtures.

With outstanding energy efficiency compared to standard incandescent reflectors, GE's LED energy smart lamps, reduce energy consumption up to 77 percent. The lamp's optics concentrates light on the target, diminishing wasted extraneous light. It has a rated life of up to 20,000 hours.

GE's LED PAR and deco lamps have less heat, UV or infrared in the beam, reducing the potential for fading or discoloration of materials or décor, compared to halogen or incandescent lamps. GE energy smart® lamps are energy efficient, contain no lead or mercury and are RoHS compliant. Their long life also curbs the impact on the environment by allowing for fewer lamp replacements vs. standard halogen and incandescent light sources.

New in 2010, GE's LED Decor range delivers incandescent-like sparkling and diffuse light effects, making them ideal for general and decorative lighting in home and hospitality applications. Available in clear and frosted finishes, the range encompasses candle, spherical, globe and miniature GLS shapes that can fit all existing fixtures with E14, E27 and B22 sockets.

Combining GE's innovative LED lamps and systems with creative lighting design can lay the foundation for a new generation of cutting edge, energy-efficient lighting schemes.

For more information on these products and other energy efficient lighting solutions, visit www.pineapplehospitality.net.

About Pineapple Hospitality

Headquartered in Saint Charles, Missouri, Pineapple Hospitality™ brings fresh ideas to hospitality guests' doors and owner/operators' bottom lines — including FreshStay® (www.freshstay.com), EcoRooms & EcoSuites (www.EcoRooms.com) Environmentally Sensitive Amenities™, EO®, Earth Perfect, Earth Simple, ecossential elements, Save Your World, Sonoma Soap Co., Pharmacopia and greenSPA™ amenities, AVIVA and WAVE dispensers, Energy Efficient Lighting and Controls, Custom Linen & Towel Re-Use Programs, Green Earth Key Cards, Sleeves and Folders, Energy Management Systems and Controls, High Performance showerheads, Zero Odor, and dozens of other products and programs. For more information, please visit www.pineapplehospitality.net, or call us at 636-922-2285.