

Florsheim: CASE STUDY



Lighting up the fashionable world of footwear.

Well-heeled brand Florsheim was established in 1892 in Chicago, Illinois. Since then, this enduring shoe retailer has lived through two world wars, global recessions, thousands of fleeting fashions and now, the Digital Age.

Online shopping has opened up a whole new world for Florsheim and maintaining a superior and inviting retail environment is as much a priority now as back in the early days.

A simple way to keep up with the times is by dispensing with costly and energy inefficient halogens and upgrading their shop lights and fluoros to LED.

Energy Makeovers put their best foot forward to undertake the upgrade.



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The Challenge and Solution

Many of us have been caught out in the harsh glare of bright, unflattering fluoro lighting while shopping for a new pair of shoes or jeans. Not only can they make every flaw appear worse with their blinding light, but **halogen tubes are also costly to run and difficult to replace**. So the fashionable folk at Florsheim brought in Energy Makeovers for a lighting update.

Newer style LEDs are all the rage amongst the greenie set: **They use far less electricity, are cooler and last a lot longer – up to 10 years**. Goodbye downtime during precious retail trading hours and hello to new lighting that showcases Florsheim's stock in the most flattering light.

Last season's halogen fluoro tubes and shop lights made way for the very latest in LED tubes and shop lights. All 8 Florsheim stores, including the warehouse and Head Office were upgraded. No out-dated halogen was spared!



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Results & benefits

The new LEDs not only dramatically reduced energy consumption and greenhouse gas emissions, but also increased the lighting levels throughout the facility and improved experience for customers.

The numbers speak for themselves: each site will expect to save \$16,365 each year through lower energy costs and reduced maintenance costs.



8 STORES UPGRADED



NUMBER OF LIGHTS INSTALLED:

Tubes: 927

Shop lights: 183

Down lights: 142



TOTAL NUMBER OF LIGHTS: 8436

SAVINGS PER YEAR: \$23,214

5 YEAR SAVINGS: \$116,078



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