

CASE STUDY

SEESMART® MEETS EVOLUTION

BUSINESS NAME

Evolution

BUSINESS TYPE

Hair Salon

BUSINESS LOCATION

Minneapolis, Minn.

INSTALLATION AREAS

- Reception area
- Salon floor

SEESMART PRODUCTS USED

- 180124

CASE SUMMARY



After



After

The numerous Seesmart® product categories enable all types of businesses, including this chic city salon, to look fabulous while also enjoying the many benefits of LED lighting.

CASE STUDY

SEESMART[®] MEETS EVOLUTION

ANNUAL ENERGY SAVINGS

\$2,115 with an additional \$1,663
in maintenance cost savings

REBATES AWARDED

\$2,457

CARBON FOOTPRINT REDUCTION

33,733 lbs/yr

ANTICIPATED ROI

15 months

RETROFIT PERKS

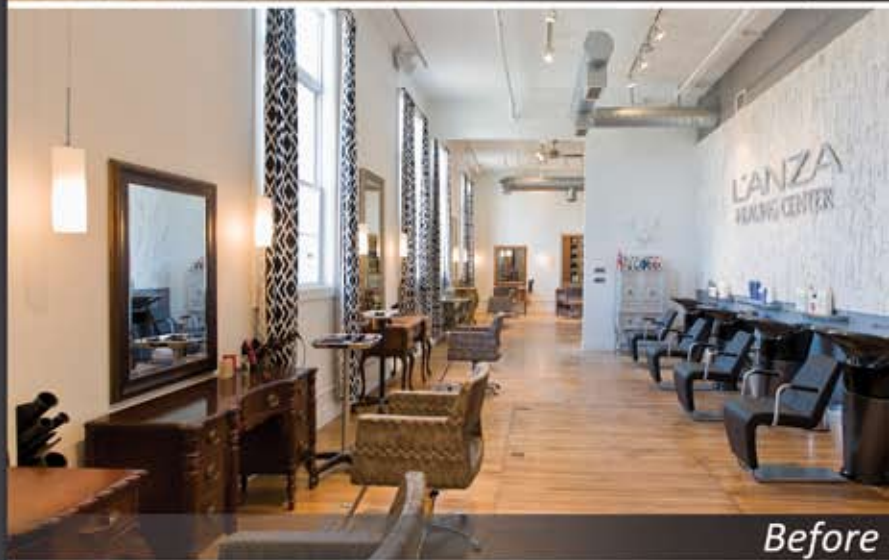
- Cleaner, brighter appearance
- Increased light levels
- Reduced maintenance
- Reduced energy usage
- Reduced HVAC expenses
- Customer compliments



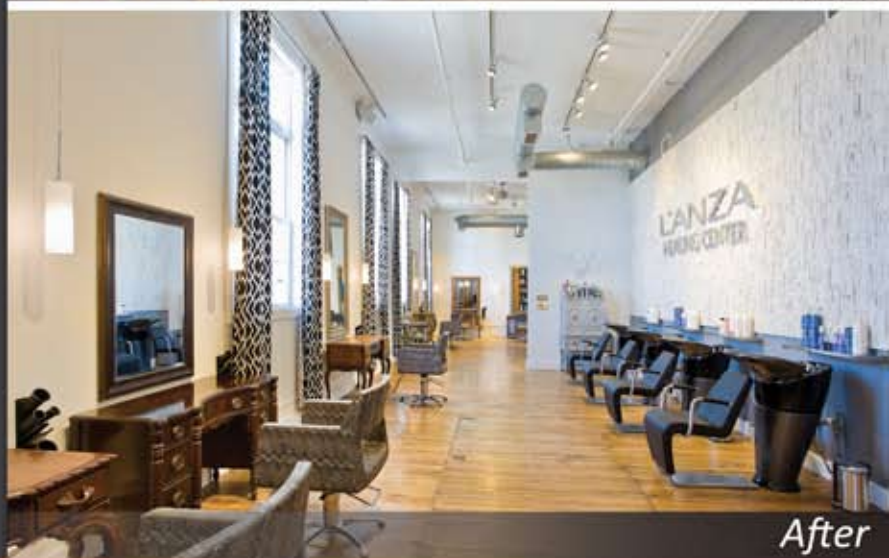
CASE SUMMARY



After



Before



After



SEESMART[®]
MEETS EVOLUTION

evolution

experience hair culture

Evolution Hair Studio is a posh salon in Minneapolis, Minn., that relied on traditional lighting products for years. Evolution's old-fashioned and energy-intensive 90-watt halogen lamps failed annoyingly often and clashed with the salon's contemporary flair. The halogens were also expensive to operate and emitted so much heat that they increased air-conditioning costs in the summer.

In 2012, Evolution owner Matt Swinney was ready to upgrade. He was looking for a long-lasting lighting product that would reduce energy use and look great. He chose Seesmart[®] LED products for the job.

Swinney replaced 63 halogen PAR 38s in tracks throughout the reception area and studio floor with Seesmart's dimmable 18-watt PAR 38s in warm white. The Seesmart PARs use 80% less energy than their halogen predecessors and are warrantied for five years. Swinney also received a \$2,457 rebate for his LED lighting retrofit and will save well over \$5,000 a year in energy and maintenance costs. With the rebate, decreased energy use, and reduced maintenance, the new Seesmart lights will pay for themselves in just 15 months.

The lighting quality in the salon improved dramatically with the retrofit, as did the temperature. "It got hot in here," said Swinney. "Even at ten feet overhead, you can feel the heat of a halogen light."

The dimmable Seesmart PARs also enabled Swinney to adjust light levels throughout the day to conserve energy and create the perfect mood. "The salon is transformed at night," said Swinney. "When the sun goes down, it becomes a bright but warm environment. My clients love it."

As a busy business owner, Swinney thoroughly enjoys the reduced maintenance associated with long-lived LED lamps. "I hate getting up on the ladder to change bulbs all of the time," he admitted, "not to mention shopping for new ones."

Swinney also appreciates the environmental benefits of his new lights. By switching to Seesmart products, he has reduced the salon's carbon footprint by over 33,000 pounds per year. "There are a million and one ways to save money as a small business," remarked Swinney, "but for me, it's all about making the world a little better for my kids. If I can help just a little bit, maybe my kids will have a better place to live later on."

Call or email Seesmart today to see how our LED products can transform your facility.