

CASE STUDY

SEESMART[®] MEETS MOTOR CYCLE CENTER

BUSINESS NAME

Motor Cycle Center

BUSINESS TYPE

Motorcycle Sales and Service

BUSINESS LOCATION

Villa Park, Ill.

INSTALLATION AREAS

- Entry
- Showroom
- Retail floor
- Storage
- Bathrooms
- Parts
- Offices
- Service

SEESMART PRODUCTS USED

- 180098
- 180125
- 180128
- 200201
- 200202
- 200204

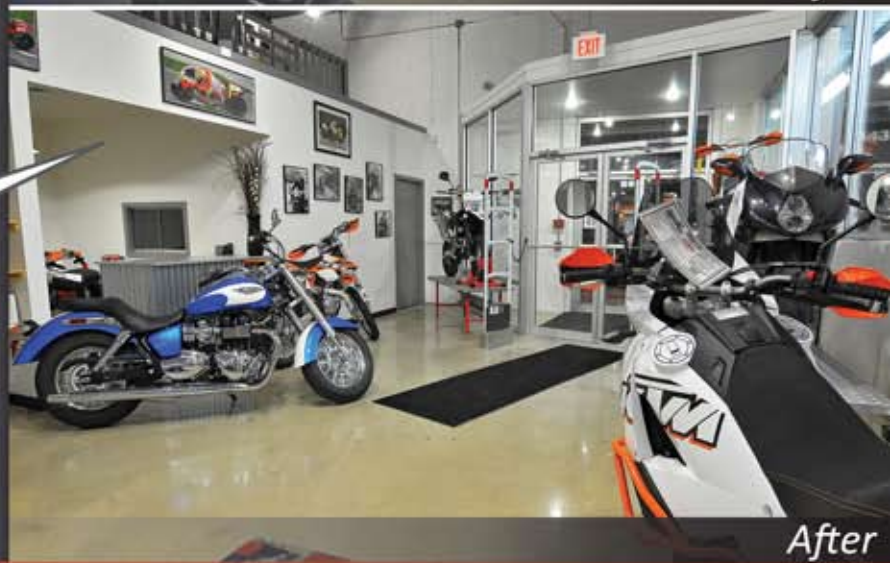
CASE SUMMARY



After



After



After



The bikes and merchandise at Motor Cycle Center shine under Seesmart's bright, clean LED lights.

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INSTALLATION PERKS

- Improved visual acuity
- Reduced energy bills
- Brighter showroom display
- Improved appearance of merchandise

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Motor Cycle Center (MCC) is a retail facility for used and new motorcycles in Villa Park, Ill. The store recently moved from a 3,000-square-foot building to a 25,000-square-foot new construction. The staff at MCC had many choices to make as a result of the move. One of those big decisions was lighting, which has a significant impact on how the motorcycles are displayed on the retail floor. The staff considered fluorescent and incandescent lighting; however, the potential for reduced energy consumption and an improved lighting experience led them to Seesmart, Inc. for LED lighting solutions.

Because of the scale of the new facility, the LED installation was extensive. The lighting project spanned the entire interior. This included the entry, showroom, retail space, bathrooms, parts and storage areas and offices.

Seesmart's 9-watt LED PAR30 lights and 18-watt LED PAR38 lights were installed in the new facility. The installation also included Seesmart's 4-foot 18-watt high-performance LED tube lights. Overall, nearly 950 Seesmart LED products were installed at MCC's new facility.

MCC achieved a number of benefits as a result of its lighting upgrade. The efficiency and longevity of the Seesmart products installed means money saved in energy and maintenance. But most importantly, the current lighting looks clean and bright. The staff commented that the lights make the bikes and merchandise stand out, "like they are out in the sun."

Contact Seesmart today to see how our long-lasting, high-efficiency LED lighting products can transform your facility.