

# CASE STUDY

# SEESMART® MEETS JERSEY'S

## BUSINESS NAME

Jersey's Bar and Grill

## BUSINESS TYPE

Restaurant

## BUSINESS LOCATION

Inver Grove Heights, Minn.

## INSTALLATION AREAS

- Exterior
- Dining area
- Kitchen
- Basement
- Coolers

## SEESMART PRODUCTS USED

- 180096
- 140036
- 190097
- 200214
- 180063
- 200057
- 200009
- 140043
- 200202
- 140044
- 140040
- 100026



Seesmart® products maintain consistent color temperatures across product lines. Jersey's installed several different Seesmart products in the dining area but achieved the same temperature throughout.

CASE SUMMARY



Before



After

# CASE STUDY

# SEESMART<sup>®</sup> MEETS JERSEY'S

## ANNUAL ENERGY SAVINGS

\$6,673

## REBATES AWARDED

\$3,636

## CARBON FOOTPRINT REDUCTION

54,465 lbs/yr

## ANTICIPATED ROI

17 months

## RETROFIT PERKS

- Delamping
- Brighter kitchen
- Reduced maintenance
- Reduced energy usage
- Same lighting color throughout restaurant



CASE SUMMARY



Before



After



After

# CASE STUDY

## SEESMART<sup>®</sup> MEETS JERSEY'S



Jersey's Bar and Grill in Inver Grove Heights, Minn. is a lively 8,000-square-foot restaurant featuring pool tables, live music, drinks, dancing, and fantastic food. It was once illuminated by dim, yellow fluorescents and incandescents that constantly burned out. Fed up with the constant maintenance and poor lighting quality provided by traditional lighting products, the owner began researching LED products and contacted Seesmart.

Seesmart's Minn. dealer met with the owner of Jersey's and explained the benefits of LEDs, the rebates available for LED retrofits, and the low-interest financing programs offered. This expert guidance enabled the owner to transform his restaurant lighting at no up-front cost.

A total of 209 incandescent and fluorescent PAR lights, candelabras, household lamps, and tube lights were removed from the dining area, kitchen, basement, coolers, and exterior of Jersey's. In their place, 190 Seesmart products were installed.

The owner is very pleased with the aesthetic results of the retrofit. The energy-efficient LED products are so bright that the owner chose to delamp several tube light fixtures in the kitchen, office, and exterior signage. Even after delamping, the kitchen looks much brighter under LED T8s than under fluorescent T12s. And although different Seesmart products were used throughout the dining area, the front-of-house lighting is now a consistent color.

The retrofit had many financial and environmental benefits, too. The owner will save over \$6,600 a year in energy costs. He has reduced Jersey's carbon footprint by 54,465 pounds per year, the equivalent of removing nearly five cars from the road. And with the \$3,636 rebate he received from his local utility company, the retrofit should pay for itself in just 17 months.

The results achieved by Jersey's Bar and Grill are typical of many of Seesmart's small-business clients. Contact Seesmart today to receive more information on our LED lamps and fixtures.