

MAURER'S MARKET - WISCONSIN DELLS

Maurer's Market is a grocery store for local Wisconsin Dells residents dedicated to serving their customers with top quality product. But the store was in need of a few upgrades; in addition to other renovations, it was decided to upgrade the existing lighting to LED. In a grocery store, lighting can make a tremendous difference in relative to product sales. Grocery stores also have several different types of lighting, such as track, case, strip, etc. which can sometimes be difficult to retrofit.



Maurer's Market IGA Wisconsin Dells is proud to be 100% LED.

<http://maurersmarket.com/>



Case Lights - Before Retrofit



Main Isle Area lights - After Retrofit

The lighting retrofit project eliminates the existing fluorescent lights and ballasts and provides new LED tubes that bypass the ballast. The ability to retrofit the existing fixtures keeps the project costs down so there is a better simple payback. The energy savings was maximized in each space throughout the store by selecting the proper LED tubes to deliver the recommended light levels according to the Illuminating Engineering Society (IESNA).

Maurer's also received a one-time rebate from Focus on Energy, Wisconsin utilities' statewide energy efficiency and renewable resource program.

Project Summary

Project Cost:	\$24,975
Annual Electric Savings:	\$6,547
Annual Maintenance Savings:	\$1,571
Focus on Energy Rebate:	\$2,295
Net Project Cost:	\$22,680
Simple Payback:	2.8 years

"Upper 90 was easy to work with from start to finish. The lighting looks great and the energy savings have exceeded projections and the return on investment will be faster than expected."

-Jeff Maurer, Co-Owner

