

Metzger's Becomes the First to Convert Its Showroom to Energy Savings

Since 1925, Metzger's lighting showroom in West Hartford, Connecticut, has been providing high-quality, decorative lighting products to its customers.

Today Metzger's has also begun to promote an energy-efficient mindset to its customers as Metzger's has become the first lighting showroom in the United States to convert its showroom to Compact Fluorescent Lamps (CFLs). Since beginning the change to CFLs in December 2001, Metzger's has converted nearly 75 percent of its applicable showroom display fixtures to CFLs.



(From left to right) Keith Thomsen, from Metzger's, Bud Fisher, Ray Christensen [Photo courtesy of The Cadmus Group]

The Switch to CFLs

Initially, Metzger's owner, Ray Christensen Jr., was hesitant to use CFLs in his showroom due to color concerns, yet was intrigued by the cost savings of CFLs.

Mr. Christensen initially feared the color temperature of the CFLs would not match the incandescents in his showroom, as some fixtures are not able to use CFLs. Also, he was wary that his customers may not like the change in shade coloring if they used incandescent instead of CFLs in their home. Despite his concerns, however, Mr. Christensen agreed to meet with Connecticut Light & Power Company (CL&P) to discuss a conversion to CFLs.

Mr. Christensen was pleased with the selection of CFLs available today and was able find a bulb he liked and the project was quickly set into motion to change over his showroom to CFLs. Color was not a problem, as the CFL color temperature matched that of the incandescent already used in his showroom.

Reactions

Customer reactions to the CFLs in the showroom have been positive. The customers have been happy to learn and see first-hand the energy saving opportunities available for their homes. Additionally, Mr. Christensen said, "The conversion to CFLs has been a great selling opportunity. Our sales of CFLs has increased dramatically due to the use of the bulbs in our showroom. It's a win-win situation".

Savings

Metzger's expects to save \$7,000 per year on lighting energy costs, plus additional savings will be achieved from reduced air conditioning load in the showroom.