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ALFA SIGN LIGHTER CASE STUDY:

Alfa Sign Lighter the choice for optimal versatility and reduced operating expense.

In 2005, a nation-wide women's apparel and accessories retailer, asked the Juno Lighting Group to design a sign lighter for its national store network. The fixtures had to complement the retailer's upscale architectural style and be versatile enough to illuminate signs of varying dimensions in diverse retail environments.

Juno Lighting Group's answer – the Alfa Sign Lighter series – met all the important criteria. The attractive Shepherd Hook design enhanced store appearance, and the compact MR16 fixtures provided effective illumination without obstructing the signage. Modular assemblies provided installation versatility in a single easy-to-order unit.

Then in 2007, as part of its “green store” initiative and in response to the stringent energy consumption regulations of California's Title 24, the retailer asked Juno to upgrade the Alfa Sign Lighter to ceramic metal halide (CMH). Compared to the incandescent halogen lamps of the earlier units, the redesigned CMH fixtures offer energy savings of nearly 50%, and their superior service life cuts relamping costs almost in half. The Alfa Sign Lighters with CMH fixtures are being phased-in across the entire store network and will be incorporated into new locations as they come on line.