

Solais LEDs Help Shine a Light on Historic Reading Terminal Market



project feature

Solais LEDs Help Shine a Light on Historic Reading Terminal Market

No visit to downtown Philadelphia would be complete without a stop at the historic Reading Terminal Market, an enclosed public market located at 12th and Arch Streets. Founded in 1893 in a section of town known for its blocks of open air stands, this bustling culinary bazaar currently brims with fresh baked goods, meats, poultry, seafood, produce, flowers, and ethnic foods as well as cookware and gifts from over 80 merchants and hosts an estimated 100,000 visitors through its airy, vintage architecture every week. Reconstructed and transformed over the years to accommodate new merchants as well as the demands of a growing population of discerning tourists and foodies, it was a fitting development when a number of the market's vendors recently elected to pursue an LED lighting upgrade with products from Stamford, CT-based Solais Lighting to once again ensure that customers could enjoy the most high-performing, comfortable, energy-efficient, and environmentally-responsible experience possible.

At the Hatville Deli, a Lancaster, PA-based purveyor of fresh meats, cheeses, and dairy products which has resided at the Terminal Market for over 30 years, owner David Esh acknowledged that he liked the color of the various 50-120 Watt halogen lamps in his track fixtures overhead, but wanted a more modern lighting technology that would reduce energy consumption and costs, minimize heat issues, and standardize the look and feel of his lit space. The answer came in the form of both Solais' 16 Watt, 3000K, 25-degree LED "LRP38" PAR38 replacement and 14 Watt "LRP30LN" Long Neck model,

which served to reduce the deli's energy use by as much as 65-90% while delivering a bright, white light that improved

visibility and created a warm and inviting environment. Offering an impressive 1025 lumens of light output, the lightweight, specification-grade LED lamps installed feature Solais' exclusive OPTICS2® patent-pending technology, providing the desirable performance, light output, and aesthetics of incandescent technology. "Solais' LRP38 and LRP30LN models were an optimal solution for the Hatville Deli," confirmed David Brumbelow, Lighting Design Engineer at Solais. "Following the upgrade, their lighting became much more consistent and had all of the aesthetic qualities of halogen technology without the individual diodes and heat sinks typically associated with LEDs. The new LEDs look and perform just like halogen in terms of their lighting quality and ambiance, but will last significantly longer and will deliver a payback in less than a year, allowing Hatville to enjoy the benefits of the lamps' appealing color quality, outstanding lumen maintenance, and high efficiency all throughout their long, 50,000-hour life."

At nearby Beiler's Bakery, AJ Pickle Patch and Salads, and the Rib Stand, owners voiced their desire for a lighting option that was more energy-efficient, cost-effective, long-lasting, and low maintenance than the outdated 90 Watt halogen lamps that previously illuminated their space. In their applications, Solais Lighting's 21 Watt "LR38" PAR38 LED replacements proved to be the optimal solution, delivering precision optics and attractive energy savings of over 75% relative to their previous lighting configuration. Offering an impressive 1200 lumens of light output, the lightweight, specification-grade LED lamps installed feature Solais' exclusive Luxiance® thermal management technology, which utilizes a unique active cooling system to deliver superior performance. Since installing his lamps in 2011, Beiler's Bakery owner Kevin Beiler is enjoying his share of the nearly \$18,000 in energy cost savings that he and his two neighboring vendors will continue to

The customer experience is greatly enhanced from the minute visitors walk through the market doors.





reap for the next several years, along with the new look and feel of the lighting overhead. "The customer experience is greatly enhanced from the minute visitors walk through the market doors and approach our food stands," Beiler shared of the upgrade. "After replacing our old lamps with Solais LED lamps, we noticed an immediate difference in terms of how the lighting makes our food on display 'pop' more. In fact," he confided, "we often get asked if we recently renovated our stands." In addition to the improvement in lighting quality they experienced, he added, "we're also very excited at the thousands of dollars we'll be saving on our energy bills over the next few years."

"We're thrilled to have our energy-efficient LED lights in use at such a historic location," said James Leahy, president of Solais. "Our unmatched lumen output combined with superior optics produces impressive results for retail applications such as those at Reading Terminal Market. It's an honor to provide cutting-edge, modern-day lighting to this legendary architectural site and to help shine a light on such a cherished landmark in one of our nation's most celebrated cities."

Thanks to Solais Lighting, visitors can continue to enjoy the best of this must-see attraction for years to come.

We noticed an immediate difference in terms of how the lighting makes our food display 'pop' more.

Project Summary | Solais.com

End User:

Reading Terminal Market, located at 12th and Arch Streets in downtown Philadelphia

Project Description:

The project involved the upgrade of 50-120 Watt halogen lamps to 21 Watt "LR38" PAR38 LED replacements, 16 Watt "LRP38" LED replacements, and 14 Watt "LRP30LN" LED replacements from Stamford, CT-based Solais Lighting.

Project Timetable:

Upgrades completed in 2011-2013.

Energy Savings:

Following their upgrade to LEDs, participating merchants at Reading Terminal Market (Hatville Deli, Beiler's Bakery, AJ Pickle Patch and Salads, and The Rib Stand) experienced anywhere from 65-90% reductions in lighting system energy consumption and costs relative to their original 50-120 Watt halogen technology, resulting in project paybacks of less than a year.

Other Benefits Experienced:

- With a rated average life of 50,000 hours, Solais LED lamps will offer years of maintenance-free operation.
- Direct one-for-one screw-in capability ensures ease of installation.
- Outstanding lumen output, high color rendering index, and strong center beam candlepower ensures high performance ideal for retail applications.
- Solais LED lamps are fully dimmable and free of hazardous materials such as lead and mercury.





About Solais Lighting

Solais Lighting is a market-driven manufacturing company, passionate about improving environments through innovative LED lighting solutions. As an industry leader in LED lamp technology, Solais uses its innovation capability to continually develop products to meet market demands.

Solais has a highly regarded and dedicated executive team, consisting of leading professionals from all facets of the lighting industry, including: solid-state lighting research, product development, manufacturing, distribution and procurement. With an industry-leading, global manufacturing partner, we have the technological know-how, resources and capacity to successfully meet growing demands, yet maintain the responsiveness of a focused, innovative company.