



## FOR IMMEDIATE RELEASE

Monday, October 12, 2009

### FIRST U.S. COMMERCIAL LED LIT BUILDING OPENS IN AUBURN, WA.

(AUBURN, WA) - The Marvel Food and Deli which opened its doors early in June 2009, is the first commercial new construction in the U.S. to be outfitted exclusively with LEDs (light-emitting diodes). The 16,000 square foot supermarket and deli is situated on a 43,000 square foot lot and utilized LED's for both interior and exterior lighting.



The supermarket industry has recently embraced LED technology with research showing they can reduce energy consumption by as much as 60 percent with its implementation. Marvel Food & Deli owner, Andrey Ivanstov, was introduced to LEDs by his energy conservation consultant, Javad Maadani, president of 3 Co. (Collaborative Constructions Consulting Company).

Maadani who has assessed LED lighting for commercial, industrial and residential applications over the past four years reviewed and recommended lighting, HVAC and refrigeration equipment, and control alternatives to meet operational requirements while significantly reducing energy and maintenance costs for this project.

“LED is at a stage that the compact fluorescent (CFL) was over 10 years ago and its use is gaining acceptance in the industry as standards are being developed” says Maadani. “LED offers higher efficiency with no environmental impact during disposal associated with Mercury use as in CFLs, and with maturing technology and reduction of costs, LED presents a strong alternative to competitive technologies such as fluorescent, MH (metal halide) and HPS (high pressure sodium) lighting” he added. The longevity of LEDs is another attractive feature as they greatly reduce maintenance costs over their 50,000+ hour lifetime.

The product selection and installation was directed by electrical contractor Aleksey Guyvoronsky, owner of 5 Star Electric in Auburn. After conducting extensive internet research and interviews, he selected LEDs designed and manufactured by Michigan based [Clean Light Green Light](#) .



“I was impressed by CEO David McKinney’s knowledge” said Guyvoronsky. “I was also impressed by the quality of the product, the easy installation, and competitive pricing in comparison to other LED options on the market.” LED fluorescent tube replacements, recess cans, wall packs, and parking lot lights were utilized.

According to Guyvoronsky, in order to meet Washington State's energy code, the project needed to come in at 27,000 watts. By pairing the CLGL LEDs with control systems, he orchestrated several lighting "scenes" maximizing the lighting efficiency in accordance to specific zonal needs and time of day both inside and outside. He was able to bring the project in at under 9,000 watts.

"The level of lighting delivered compared to the energy use is very impressive, and the performance of the Clean Light Green Light products has been beyond my expectations" commented Maadanian, the project energy consultant. "Marvel Food and Deli utilizes close to 100% LED for all interior and exterior lighting and could be considered as a model for similar applications."

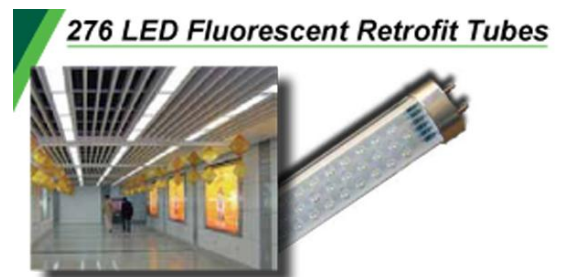
Owner Ivanstov added that the lighting is wonderful and that the public feedback he is getting is always positive. Emerging research indicates that the absence of UV rays and full spectrum light quality of LEDs make for a happier, healthier and more productive population as we humans are photobiotic beings requiring light absorption for optimum health.

By implementing the LEDs, Marvel Food and Deli became eligible for business energy rebates through Puget Sound Energy (PSE), the local utility provider. An increasing number of U.S. utility companies are offering incentives for LED retrofits or new installations motivating inquiries and investment. Partnering with a local utility can reduce costs by 30 to 50 percent. "This is the first project that we have seen where LEDs were used exclusively," said Corey Corbett, Energy Management Engineer with PSE. "In facilities with high operating hours such as this one, we will probably see more of these projects." Ivanstov commented that he has noticed a "very reasonable" electric bill. In addition to utility rebates, the improved energy efficiency can make businesses eligible for corporate tax exemptions under new federal stimulus programs.

Numerous energy analysts from both the public and private sectors have identified improved lighting efficiency as one of the simplest and fastest ways to reduce U.S. energy consumption and impact carbon emissions. As noted in the recent New York Times article [Green Promise Seen in Switch to LED Lighting](#), a report by McKinsey & Company cited conversion to LED lighting as potentially the most cost effective of a number of simple approaches to tackling global warming using existing technology.

Lighting accounts for 7% of energy consumption in the U.S and it is estimated that between 20 and 40 percent of carbon emissions associated with buildings in the United States are directly related to indoor lighting. Jim Brodrick, the light program manager for the U.S. Department of Energy (DOE) stated in a recent post that government studies indicate a potential energy savings of 25%-50% with solid state lighting at the heart of expected long term improvements.

The environmental benefits are relatively well documented, but there's more to consider. With rising energy costs, challenging economic conditions, and the current administration's stimulus funds to improve energy efficiency, LEDs offer a viable way to improve a business's bottom line while simultaneously contributing to the global quest for sustainability.



Dave McKinney, CEO of [Clean Light Green Light](#), who pioneered early LED product out of a garage 10 years ago, has been instrumental in the development of top quality, energy efficient, solid-state lighting solutions that are setting industry standards. When asked about Clean Light Green Light product being selected for this pivotal project he responded “We are pleased to have supplied our products for this project. Working closely with the planning and installation team, we were able to show the utility that the product could compete with its traditional counterparts. In fact, we were able to demonstrate that we could light the facility at their designated light levels, while simultaneously creating a large energy savings, and lower maintenance and lighting costs for many years to come. This shows that the technology isn’t just here to stay, but is a cost effective option that will change the face of lighting and energy usage for future generations.”

And LEDs are not just changing the face of lighting in the U.S, but are being rapidly embraced in the global lighting market. In addition to installations in several U.S. municipalities, Sherwin Williams headquarters, and US Steel Mills, CLGL has provided product for projects in Asia, Russia, Sweden and Mexico. Buckingham Palace has gone LED, the village of Torraca Italy is the first place in the world to be totally illuminated by LEDS, and it is estimated there are now at least 30 other installation like Torraca worldwide. Despite the perceived initial cost barrier, the technology is on a very fast evolutionary curve, and energy experts like John Creyts, an author of the Mckinsey report, predict that the technology could be in widespread use within five years.

## **INTERVIEWS AND IMAGES ARE AVAILABLE UPON REQUEST**

Contacts:

MARSHALL PLAN

Jennifer Marshall

505-231-1776

[jennifer@jmarshallplan.com](mailto:jennifer@jmarshallplan.com)

[www.jmarshallplan.com](http://www.jmarshallplan.com)

Maria Hondros, VP of Media Relations and Communications

Clean Light Green Light

505-660-0315, [mhondros@cleanlightgreenlight.com](mailto:mhondros@cleanlightgreenlight.com)