

# Timberline Shop n Bag



## Background

The supermarket's owner was seeking to enhance product displays through better lighting placement and to increase overall light levels throughout the shopping areas. Emphasis was to be placed on providing brighter, more effective lighting while mitigating the effect of rising electric costs.

*Timberline Shop n Bag, Sewell, NJ.*

**T**imberline Shop n Bag, Sewell, NJ. Timberline Shop n Bag, a locally owned and operated supermarket, is a full service grocery. Prior to the conversion, the 43,000-square-foot facility was equipped with traditional T12 fixtures which were ineffective and inefficient. The lighting represented an excellent opportunity to dramatically cut electric costs.

## Profile

## Application

**S**outh Jersey Energy implemented a turnkey design, supply and install package for in-store lighting. The project consisted of converting 462 lighting fixtures from T12 fluorescents to newer, more energy efficient T8 lamps and electronic ballasts. Specific attention was paid to highlighting product displays while brightening the overall shopping environment.

**T**he owner is very pleased with the outcome. The shopping area is brighter, product displays are better showcased and the illumination, which closely resembles natural light, allows for more attractive marketing of merchandise. The conversion reduced energy demand by 47 kilowatts and annual energy usage by 248,000 kilowatt hours. This savings equates to reduced electric operating costs of \$28,112 per year. Additionally, SJE's designs ensured that all equipment complied with the NJ Clean Energy Efficiency program and resulted in \$12,580 in rebates. SJE anticipates the owner generating a return on his investment in as little as 18 months.

## Results

## Contact

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*South Jersey Energy*