

**Macy's dropped display lighting costs by nearly 73 percent a year in New York—now we're taking the program nationwide. NYSERDA made it possible.**

— Bill Lyon, Macy's VP, Energy Management

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If you're not working with NYSERDA, you're missing a vital resource that can help make your new or existing facility more energy efficient, in turn more profitable and more competitive. NYSERDA saves New York's retailers millions of energy dollars every year and provides generous incentives. With funding from NYSERDA, Macy's made a change in lighting technology and

reduced display lighting energy consumption by nearly 73 percent while keeping merchandise bright and beautiful. NYSERDA brings innovative solutions and straight talk on energy efficiency to your planning table, maximizing your energy savings and reducing your costs. Call today for solutions from New York State's energy experts. Good for the environment and good for business.

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## The right fit for energy efficiency

**Changing a light bulb took on a whole new meaning when NYSERDA and Macy's partnered for a close look at lighting that resulted in a change to Solid State Lighting (LED) technology for the retail icon, producing energy savings that approach 73 percent a year.**

A new look at lighting is the most recent in a long list of retail firsts from iconic Macy's. From the first in-store Santa to elaborate displays that turned "window shopping" into a New York pastime, Macy's has led a parade of retail

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innovation, including being among the first retailers to install incandescent lamps. Today, Macy's is one of the nation's largest retailers and the iconic brand continues its trend-setting legacy, now

as one of the top 50 "Greenest Companies in America" according to Newsweek. Macy's corporate sustainability efforts continue with the roll-out of state-of-the-art LED technology for accent lighting in New York in an initiative, supported by a \$200,000 incentive from NYSERDA, through the Existing Facilities Program.

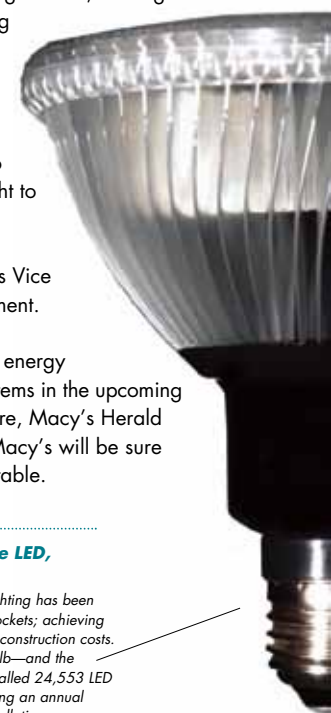
The new LEDs work longer and better—and they reduce energy consumption in the replaced display lighting by nearly 73 percent. The custom-designed 12-watt LED lamps replace 47-watt halogens and will last more than a decade, even burning 12 hours per day. Working with NYSERDA, Energy Conservation and Supply, Inc. and

MSi Solid State Lighting, Macy's was able to customize the new bulbs to utilize existing sockets, making an important change that nets big savings—with low retrofit construction costs. Producing little heat and using a fraction of the power of halogens, the new lamps also provide a better quality of light to showcase merchandise—a prerequisite for the change, according to Bill Lyon, Macy's Vice President of Energy Management.

Next up, Macy's will look for energy improvements in its HVAC systems in the upcoming renovation of its signature store, Macy's Herald Square. According to Lyon, Macy's will be sure NYSERDA is at the planning table.

***It's not just what goes into the LED, it's what the LED goes into.***

*Macy's new custom-manufactured LED lighting has been designed to screw directly into existing sockets; achieving an energy efficiency renovation with low construction costs. Installation is as simple as changing a bulb—and the payback is less than 2 years. Macy's installed 24,553 LED lamps in 17 stores in New York, generating an annual savings of nearly 73 percent. Similar installations are planned across the country.*



*NYSERDA's technical experts shine a light on energy efficiency savings for new and existing commercial facilities in New York. Download case studies at [NYSEERDA.org/nyc](http://NYSEERDA.org/nyc)*

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