



Commercial - New Construction

## LED Source<sup>®</sup>

Wellington, FL

In building their new facility entirely to their specifications, LED Source — an international company that lives and breathes LED lighting — chose Cree<sup>®</sup> CR24<sup>™</sup> and CR22<sup>™</sup> LED troffers as the primary lighting source.

- First commercial building of its kind in the area lit entirely with LED lighting
- Quieter, more consistent light dramatically revitalizes commercial space
- Significant savings on maintenance and energy bills



# CREE HELPS TURN THE LIGHTS ON IN NEW LED SOURCE® HEADQUARTERS

## OPPORTUNITY

Founded in 2005, LED Source has quickly become the leading North American LED lighting solutions provider specializing in full-scale evaluations and retrofits. In fact, their ability to capitalize on the exciting potential in the LED marketplace has earned them a spot on the 2011 and 2012 *Inc.* 500/5000 list of the fastest-growing private companies in America.

In addition to being North America's first and only franchisor of LED lighting, LED Source supplies LED products to a variety of spaces and specializes in design, support, development, project management and financing through its Retrofit, Architectural and Entertainment divisions. Applications include commercial office spaces, schools, churches, theaters, art galleries, restaurants and night-clubs, special events, residential and landscape lighting, and much more.

LED Source started in a modest 1,200-square-foot space, but over the years business has done so well that they have now consolidated four separate locations and recently moved into their brand-new 13,000-square-foot headquarters — setting the standard for commercial buildings with LED lighting.

"We are incredibly excited to open our new corporate building," said Marcel Fairbairn, President and CEO of LED Source. "The building, a first of its kind in Wellington, utilizes state-of-the-art LED technology throughout, which showcases how LED lighting can dramatically revitalize and improve any commercial location while saving significant costs on maintenance and energy bills."

And knowing the LED lighting industry as it does, when it came time to select the primary lighting system for the new space, LED Source turned to the industry leader: Cree.

## SOLUTION

Built entirely to LED Source's specification, the new corporate headquarters is a showcase for state-of-the-art LED lighting technology. To that end, as part of their lighting system, LED Source chose Cree® LED troffers to deliver clean, crisp light at an affordable cost, creating quieting ceilings that are also easy on the operating budget.

Cree CR24™ luminaires are used throughout most of the office space, as well as hallways, conference rooms, the design department space and an area affectionately termed the marketing bullpen, while the Cree CR22™ troffer lights up the facility's sales department and restrooms.

Powered by Cree TrueWhite® Technology, the CR22 fixture provides a minimum 90 lumens per watt standard efficacy, while the CR24 troffer delivers up to 5,000 lumens of exceptional 90+ CRI light at 90 to 110 lumens per watt. Both products are designed to last 50,000 to 75,000 hours and are backed by an industry-leading 10-year limited warranty.

## BENEFITS

The CR Series troffers offer a no-compromise solution to fluorescent lighting — consuming nearly 50 percent less energy than a comparable linear fluorescent and delivering quality of light with more than twice the lifetime.

Dean Ernst, Director of Marketing for LED Source states: "Personally, I love the CR24 troffers. After working so many years under fluorescent lighting, it is a welcome change for the better. No flicker and much better light."

Cree TrueWhite® Technology is a big part of the reason why. This innovative technology is a revolutionary new way to generate white light with LEDs. The technology is simple but very effective, delivering high efficiency with beautiful, warm color characteristics by mixing the light from unsaturated yellow and red LEDs. This unique approach enables color management to maintain high color consistency over the life of the product.

In addition to providing a higher quality of light, the products selected, including those from Cree, helped LED Source provide energy-efficient illumination that reduces related consumption by 69 percent or 40,488 kWh, saving \$7,933 in total energy, maintenance and air conditioning costs annually — and generating an anticipated return on investment in roughly three years.

Cree is proud to be part of LED Source's new corporate headquarters — a company practicing what they preach. LED lighting solutions provide many benefits over traditional light sources: spaces can now be brilliantly illuminated with a sustainable solution using no toxic mercury and offering significant reductions in operating and maintenance costs.



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**Dean Ernst, Director of Marketing, LED Source**





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**Marcel Fairbairn**, *President and CEO,*  
*LED Source*

## IN THIS CASE STUDY

### CR Series

#### TROFFERS

- Minimum 90 CRI
- CCT: 3000K, 3500K or 4000K
- 2000 - 5000 lumens
- 22 - 50 watts
- Utilizes Cree TrueWhite® Technology
- Up to 50,000-hour lifetime with standard or 75,000-hour lifetime with HE option
- 0-10V dimming to 5%, step level to 50%



Cree TrueWhite® Technology begins with the highest performing commercially available LEDs. Cree TrueWhite® Technology mixes the light from red and unsaturated yellow LEDs to create beautiful, warm, white light. This patented approach enables color management to preserve high color consistency over the life of the product. Cree TrueWhite® Technology also enables a CRI of at least 90 while maintaining high luminous efficacy – a no compromise solution.

#### PARTICIPANTS

**End User:** LED Source

**Lighting Distributor:** LED Source

**Cree Rep Agency:** LED Source



## Join the LED Lighting Revolution.

Learn more at: [www.cree.com/lighting](http://www.cree.com/lighting) | [info@cree.com](mailto:info@cree.com) | 800.236.6800

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