



RETAIL

# Guns Plus

Guns Plus is a family owned business in Georgetown Texas. It's been said by some of their customers that one shouldn't, "...buy a gun or have your gun serviced anywhere before you talk to these folks."

## Challenges

Owners Stephen and Kristi Simank were preparing to move their store to an adjacent building and were interested in finding ways to save energy costs and become more environmentally sustainable. They were looking for lighting that would be bright and clear, highlighting their merchandise to its best advantage. As small business owners, they were also interested in buying locally and were excited to find that ActiveLED manufactured LED lighting fixtures "just down the road".

**ActiveLED**<sup>®</sup>  
Case Study

## Solutions

A conventional lighting solution would have required 20 fixtures at approximately 120 Watts each. The ActiveLED solution required only 15 fixtures at 36 Watts each. In addition to the energy savings, they're also saving money on their maintenance costs, essentially eliminating lighting maintenance for the next decade.



## Project Summary

**Customer:**

Guns Plus

**Application:**

Retail Store

**Lighting Product:**

ActiveLED®

GU Series General Utility Light

**Solution:**

15 - 36 Watt ActiveLED® 48" General Utility Fixtures. Total = 540 Watts

**Results:**

- Energy Savings: 78%\*
- No Glare
- Less Heat
- 10 Year, No-Light-Loss Warranty

\* Over fluorescent lighting

## Results

The ActiveLED General Utility Lights create bright, even illumination throughout the retail space at an energy savings of 78% over what they could have expected from fluorescent lighting. The LED lighting also creates less heat, making their HVAC more cost effective during the hot, Texas summers.

ActiveLED®, a division of Ringdale Instruments®, was established in 2007 and is an innovator of solid-state technology and manufacturer of commercial LED lighting fixtures, providing ActiveLED luminaires with patented, solid-state lighting control and thermal management technology. ActiveLED is based in the United States with offices in the United Kingdom, France, Japan, and Singapore.



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