

Going Green

INCREASING THE BOTTOM LINE THROUGH ENERGY

Natural Full Spectrum Lighting Impacts Productivity

When all the numbers come in at the end of the year, the bottom number in black is the one that takes precedence in valuation of companies and real estate property.

When looking at your bottom line, energy efficient lighting increases the value of a company or property, by reducing operating costs. Lighting is the largest portion of electrical use, and upgrading lighting results in higher savings and shorter pay back periods. "Seeing the light can be as simple as looking up," according to Larry Weber, MAI, owner of Naturallighting.com.

A commercial real estate appraiser, Larry Weber, MAI, saw the vast potential of reducing operating costs by switching to energy-saving lighting. "Seeing the benefits of energy-saving lighting, I eventually came into another full time business," says Weber.

LED lighting stands out as a key industry saver. Naturallighting.com has natural sunlight simulating LED available, standard LED, and new Induction Fluorescent along with Germicidal Air and Water Purification "You definitely have to look at costs and return on investment," says Weber. In addition to obviously consuming far less energy, LED and Induction Fluorescent have far longer life—thus cutting significantly into future re-lamping costs. The LED bulbs also come without the troubling presence

of mercury. Nonetheless, that doesn't leave fluorescent bulbs out as an energy-saving choice. —

Both LED and fluorescent bulbs can offer a feature that has been noted by employees to improve work environment, productivity and the bottom line. Full spectrum lighting simulates natural outdoor light — can help reduce eyestrain, glare, vision fatigue and incidence of headaches. "Studies show that under good lighting people see better, work better, feel better and make fewer mistakes."

Making an even longer life of it, induction fluorescent bulbs last up to ten years. The huge drop in maintenance costs alone is obvious. Another source of savings; "There are plenty of sites online where you can find state and federal tax credits for energy efficient systems." Weber says. Other excellent green building standards and guidelines include: ASHRAE, LEED and SERF.

Another thing that puts Naturallighting.com on the cutting edge is germicidal ultraviolet lamps — the natural sterilizer. Combined with other filtration, ultraviolet (UVC) is one of most effective ways of eliminating bacteria, viruses, Legionnaires' disease, mold, mildew, and other volatile organic compounds. Ultraviolet purification is available for water systems, residential/commercial air conditioning systems, medical facilities, pool and spa, and food processing facilities. Helps reduce employee sickness, and lost time.

All of this has left Naturallighting.com in a pretty successful light and in a prime position as the economic downturn has forced companies to reduce operating costs. Weber intends to keep moving onward and upward with the technology. "My primary goal is to study the market — high efficiency lighting, LED, induction fluorescent and ultraviolet air and water purification," he concludes. ■



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