

NORIBACHI

CORPORATE OFFICE GETS THE MEMO WITH NO-HASSLE LED UPGRADE

"I look for
simple, easy
solutions that
save money and help reduce
the environmental footprint of
this facility."

- Brent Purdom, Facility Manager, BMW Customer
Service Center



SETTING: Parking lot and wall lighting, BMW Financial Services Center, Hilliard, OH.

HEROES & VILLAINS: Noribachi 72W LED bulbs replace 400W metal halide bulbs. Noribachi 54W and 48W LED bulbs replace 175W metal halides.

MORAL: Over 80% reduction in energy usage and 100,000 kWh saved each month.

UNIQUE MOTIVATION: Save on electrical usage without having to appeal to city council for new fixtures.

PLOT: BMW, named one of the most environmentally sustainable automotive companies according to the Dow Jones Sustainability Index, is no greenhorn when it comes to going green. Pioneering everything from electric concept cars to methane powered manufacturing plants, BMW seeks the best sustainable solutions. That's why they picked Noribachi to retrofit parking lot lighting at their 221,000 square foot customer service center. Noribachi LED bulb retrofits not only bring massive energy savings to the facility, but also allow BMW to keep their existing fixtures, which had been designed as part of the center's architecture. The new LED bulbs receive high praise from the security teams that monitor the parking lot due to their superior brightness.

