

# DENNY'S RESTAURANT

## ENERGY-EFFICIENT LIGHTING IMPROVES CUSTOMER EXPERIENCE

### THE CHALLENGE

Recognizing that energy costs would only grow larger in coming years and with a strong commitment to conservation, Northland Properties hired Ben Chan as their Energy Conservation Manager. Ben quickly decided that lighting at Northland's chain of Denny's Restaurants would be a key area to focus on. But lighting is an important part of the customer experience in a restaurant, so savings could not just be a matter of finding the most efficient lamps.

### THE SOLUTION

Ben sought the expertise of lighting manufacturers and suppliers, relying on Don Gifford of Philips Lighting to guide the process. The lighting in Denny's seven Lower Mainland locations was audited, allowing Ben and Don to select the most visually appealing and energy-efficient options.

Ben consulted with Northland's Key Account Manager at BC Hydro and found that the Power Smart Product Incentive Program could make the project even more attractive. Under the program, BC Hydro offers incentives to encourage the installation of energy-efficient technologies.

To confirm the lighting choices and the potential savings, Ben upgraded the lighting in the seven Lower Mainland Denny's Restaurants.

"We're so pleased with the results that we're planning to expand it to all our Denny's restaurants."

— Bobby Naicker,  
President and  
Chief Operating Officer,  
Denny's Restaurants  
(a division of Northland  
Properties Corporation).

### ENJOYING THEIR SUCCESS

#### Remarkable savings

Lighting upgrades at seven restaurants reduces electricity bill by almost \$7,500 per year and will save almost \$4,000 annually in maintenance costs.

#### Improved Comfort

Staff and management are pleased with the new energy efficient lighting, which will improve customer experience and comfort.

## A CLOSER LOOK

TYPE OF UPGRADE	NUMBER
Compact fluorescent lighting	496
Energy savers or standard T8 lighting	209
Halogen infrared lamps	120
LED exit lamps	14
SAVINGS	
Total annual electricity savings (\$)*	\$7,500
Total annual maintenance savings (\$)*	\$4,000
Total incentives*	\$4,500

\* Approximate figures

## THE BENEFITS

### Electrical Savings

Savings at the seven restaurants will reduce the electricity bill by almost \$7,500 annually. Also, because the new lights are longer-lasting than standard technologies, replacement and maintenance costs will provide almost \$4,000 in annual savings. In addition, staff at the restaurants say that the lights are much cooler than before, which will lower air conditioning costs and improve the overall customer experience. In addition, Denny's also received over \$4,500 in incentives from the BC Hydro Product Incentive Program.

### Improved Lighting Quality

Staff and management have noticed that the new lighting adds a positive look and dimension to the atmosphere of the restaurants.

### Reduced Environmental Impacts

Lower energy consumption reduced greenhouse gas emissions and enhanced environmental protection.

## YOU CAN SAVE TOO

Discover just how much your building or business can benefit from energy-efficient lighting and other technologies—right now and for years to come. Under the Power Smart Product Incentive Program (PIP), products that qualify for incentives that will lower your payback time and make upgrade projects even more attractive include:

- Compact fluorescent light bulbs (CFLs). CFLs are ideal for areas where lights are left on for long periods, such as hallways, because they use up to 75 per cent less energy than regular light bulbs and can last up to 10 years.
- Energy saver T8 fluorescent tubes. These tubes are 50 per cent more energy efficient than older models and work well in common spaces or meeting areas.
- LED exit signs. LED signs use only 10 per cent of the energy old-fashioned incandescent signs do and last anywhere from 10 to 25 years—which means you will save about \$12 per sign, per year.
- Lighting occupancy sensors. With these sensors, the lights will go on only when someone is in the area, so you stop wasting energy.

**BC**hydro   
powersmart

 Printed on recycled paper. Please recycle.

A09-575

## CONTACT US

Find out how you can benefit from energy-efficient technologies through our Product Incentive Program.

604 522 4713 (Lower Mainland), 1 866 522 4713 (elsewhere in BC)  
[bchydro.com/incentives](http://bchydro.com/incentives)