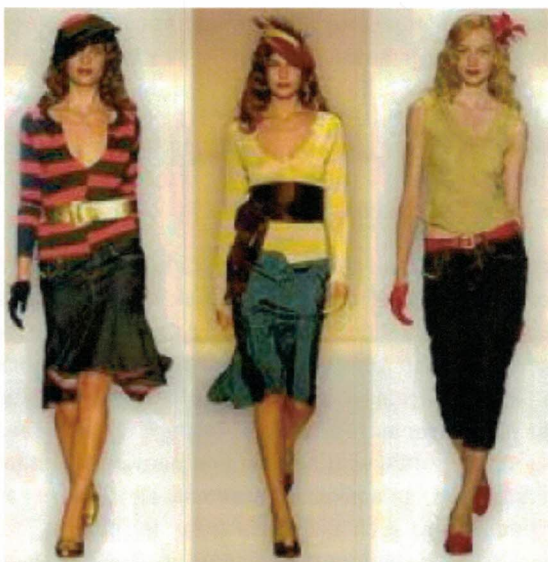


# CASE STUDY

## Rinaldi's - Lighting up the fashion world



Rinaldi's brings quality women's fashion to Maryborough. After ordering a wide range of stock for customers to choose from, owner Barry Rinaldi focuses on getting the store lighting just right – creating displays and illuminating merchandise so that customers can imagine the rest for themselves.

Store lighting represents a large part of Barry's retail business costs, and with energy prices constantly on the rise, Barry was keen to see how he could make Rinaldi's as energy efficient as possible.

Barry's first step was to replace halogen spot lights in the store with energy efficient LEDs. This reduced the lighting energy draw from 15 kWh to 5 kWh per day and Rinaldi's quarterly bill from \$1,000 to \$700.

Occupancy sensors were installed in the change rooms so that lights only switch on when customers are present. Timers were fitted to shop front lighting and now operate for a fixed time, switching off after 10pm when passing traffic is reduced. A shut down policy was introduced within the store to ensure that all equipment is switched off at the close of business each day.

After a recent energy assessment, Barry's Stage 2 plan includes replacing existing fluorescent tubes with LEDs in order to save a further 10 kWh per day or approximately \$1,300 per year

***"I wanted to reduce my business costs and by looking at where my energy is going. I can not only control my bills but I'm also confident that I'm operating a more cost efficient business."*** Barry Rinaldi

Rinaldi's reduced energy costs by:

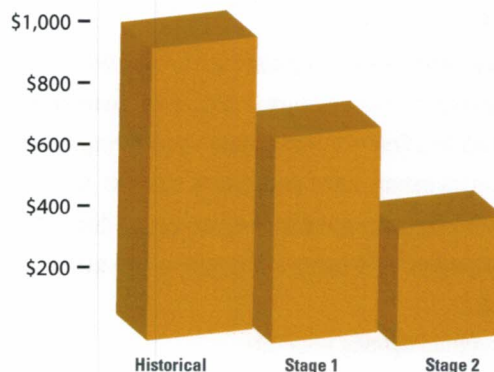
Stage 1.

- Switching to LED lighting throughout
- Installing sensor lighting to infrequently used areas
- Having a shut down procedure at the end of each day

Stage 2.

- Replacing existing fluorescent tubes with LEDs.

Impact of energy reduction on bills



For more information on making your business energy efficient as part of the  
**Your Business – Your Future** project  
call 5479 1900 or visit [www.sustainableregionalaustralia.com.au](http://www.sustainableregionalaustralia.com.au)