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**FOR IMMEDIATE RELEASE**

## **SAVINGS, HO!**

*Sixteen-Story Skyscraper Slashes Energy Bills with DEMANDflex™ Ballasts*

**NASHVILLE, Tenn. (December 15, 2010)** – Imagine handing your customers \$240 a day, every single day of the year, for years to come. That’s exactly what Desert States Electrical Sales was able to do for the Westward Ho Assisted Living Facility in Phoenix, Arizona.

The extra money comes in the form of energy savings on the building’s monthly power bill, and it’s the direct result of replacing the Westward Ho’s aging T12 magnetic ballasts with state-of-the-art DEMANDflex™ ballasts from Universal Lighting Technologies. Given the savings, the customer is understandably thrilled with the results.

“It’s been fast, inexpensive, and the right thing to do,” said Greg Brown, operations and maintenance supervisor for Westward Ho.

The Westward Ho is an iconic part of Phoenix’s downtown landscape. The historic 16-story skyscraper was constructed in 1927 and held the title of Arizona’s tallest building until 1960. Originally a majestic hotel, the Westward Ho became a residence for senior citizens in 1981.

In recent years, the facility has taken on a number of retrofit projects designed to save energy for both economic and environmental reasons. In 2009, Tony Rowe at Desert States Electrical Sales recommended DEMANDflex ballasts as an energy-saving alternative to their existing lighting. When a conservative estimate pointed to a 25- to 30-percent reduction in “lighting-only” energy consumption and a payback period under 18 months (including APS utility rebates), the management of Westward Ho quickly agreed.

“Any time you can sell a technology with a payback of a year and a half—and savings for years after that—it’s fun to sell,” said Rowe.

The DEMANDflex ballast has an adjustable power level (ballast factor) so it won't over-light the area and waste energy. A temporary "tuning" tool allows the installer to reduce the energy flowing through the ballast to the lamp from full power down to 50 percent, or anywhere in between, depending on the needs of the application.

In the Westward Ho, almost all of the ballasts were tuned to 64 percent of full power. The tuning process is very simple according to Shane Ignato, president of Iggy's Electric, which performed the installation.

"All you need is half a brain and a screwdriver," he explained. "It really is that easy."

All told, the Westward Ho replaced nearly 80 percent of the building's total lighting with more than 700 DEMANDflex ballasts. The installation was completed in March 2010, without interrupting the occupancy of the building or the lives of its residents. The light levels in each room were the same as before, but at a dramatically reduced energy cost.

"We were seeing 12 to 14 amps per circuit," said Ignato. "Now we have a maximum of five to six amps per circuit."

When power bills started arriving after the retrofit, the difference was well ahead of projections. The actual reduction in energy consumption for lighting was 56 percent, or nearly double the original estimate, and the actual payback period was less than 12 months. Racking up \$240 per day, the energy savings translate into more than \$87,000 each year.

"DEMANDflex ballast systems have been so instrumental in helping us to cut operating costs while contributing to our efforts to conserve our valuable natural resources," said Brown. "This project has been so successful that our parent company is now looking at doing the same type of retrofit projects throughout the remaining 36 properties it owns."

"I'm exceedingly happy with this product," said Ignato. "I like what it does. It has really been an awesome tool."

For more information on Universal Lighting Technologies, visit [www.unvlt.com](http://www.unvlt.com).

For more than six decades, Universal Lighting Technologies, Inc., has been bringing power and precision to the world's most innovative lighting. Headquartered in Nashville, Tenn., with operations and distribution worldwide, the products of Universal Lighting Technologies are marketed under the Universal® and Triad® brand names. Universal Lighting Technologies is focused on designing, manufacturing and distributing the industry's finest lighting ballasts and controls. Universal Lighting Technologies—*Energy Intelligence in Lighting*.

*High-res photos available. Please email [rlewis@gsandf.com](mailto:rlewis@gsandf.com).*

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