

## retail case study: bauMax DIY



### Background

Baumax AG is one of the leading and fastest growing DIY chains in the Central Eastern European region.

- Operates some 130 stores in Austria and Central Eastern Europe
- 10,000 Employees
- In 2004, the company's total sales topped EUR 1B (\$1.3B)
- Four main divisions: construction, tools, home, garden
- Nearly 10,500,000 square feet of selling space

Several years ago bauMax began implementing a big energy saving campaign and committed to reducing its global carbon footprint.

### Original Situation

- Lighting constitutes over 50% of bauMax's energy expenses
- Company considered several High Intensity Discharge (HID) energy saving alternatives, including fluorescent, during its decision making process
- The Metrolight system was chosen due to quality and energy saving capabilities that are critical to retail applications
- bauMax required a solution that would give them 100% flexibility in terms of illumination levels across the floor areas of each store (control and dimming)

### Snapshot

Energy Savings  
**40%**

#### Lamp Power

Reduced from 400w to 280w

#### Maintenance Cost

Reduced by 50%

#### Lumen Maintenance

Unchanged after 20,000 hours of operation

#### Annual CO<sup>2</sup> Saved

6,833 tons

#### Simple Payback Period

2.5 years

#### Total Annual Saving

□ 1.6 Million

## The Result

- Achieved 40% energy savings
- First phase of deployment included over 6,000 Metrolight systems in 39 stores
- Deployment expanded to 30,000 units
- 50% reduction in maintenance costs
- Over 15,891,200 kWh removed
- Light intensity and spectral color of lamp remain unchanged after at least 20,000 hours of operation
- Control and dimming capabilities deployed according to requirements
- Central control of lighting system from bauMax's head office across all stores



**“The decision to implement the Metrolight energy saving solution has allowed us to achieve our objective of reducing our carbon footprint when it comes to lighting and significantly improves the environment for our customers. We were impressed with the professional approach taken in planning and executing this project”**

Thomas Schach, Head of bauMax's International Construction Department

Features	Before Installation	After Installation	Savings
Fixture Power Consumption	485 Watts	294 Watts	191 Watts
Operating Hours/Days	16	16	-
Annual Lighting-Related Energy Cost (Euro)	□ 4,140,000	□ 2,470,000	□ 1,670,000
Total Annual Savings (Euro)	□ <b>1,670,000</b>		
Simple Payback/ROI	<b>2.5 Years/40%</b>		

Integration Partners:  
Novalux and Smartlux

[www.novalux.ag](http://www.novalux.ag)  
[www.smartlux.de](http://www.smartlux.de)



ISRAEL OFFICE (Corporate Head Office)

Metrolight Ltd. T +(972) 9.863.3060  
9 Haomanut Street F +(972) 9.863.3050  
P.O. Box 8194  
Netanya, 42160

U.S. OFFICE

Metrolight Inc.  
1724-B General George Patton Dr.  
Brentwood, TN, 37027

T 615.457.2060  
F 615.457.2063

[www.metrolight.com](http://www.metrolight.com)