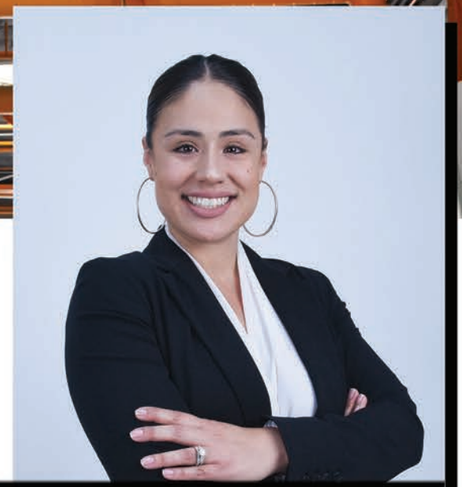
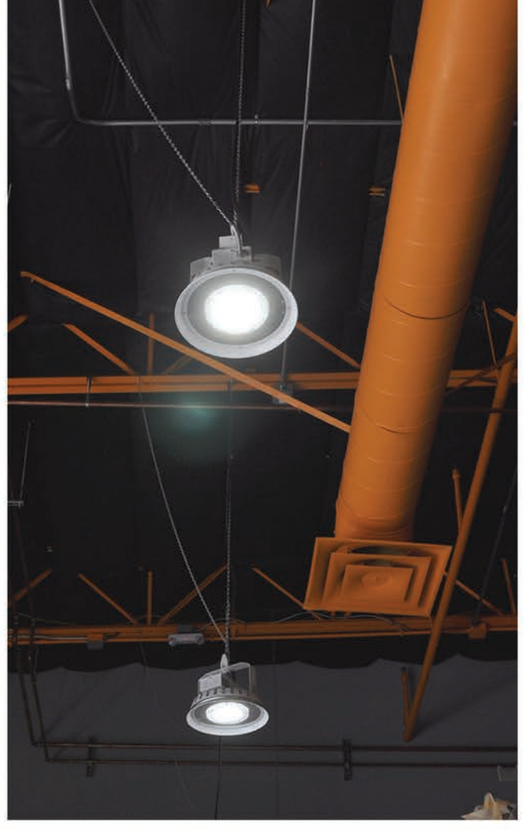


Melissa, Fanlight West Coast sales manager, strives on customer satisfaction while delivering high performance fixtures and addressing her customers' needs. As with 8Bit, she was able to meet and exceed expectations set forth by Chris and his team

**OVERVIEW** Working long hours throughout the day, and sometimes overnight is not an uncommon practice for master brewers, like Chris Keyson and his team at the 8 Bit Brewing Company, located in Temecula, California. Open seven days a week, they were used to a dimly lit setting during the day due to a skylight and large windows. As a result, Chris sought out highly efficient LEDs that delivered in performance, energy efficiency, and could endure many years. With a rapidly emerging trend in the LED industry, the 8 Bit Brewing company decided it was time to install lights and fixtures, and upgrade their brewery by installing LEDs due to their business' continued growth. While running a competitive brewing company in an already competitive industry, Chris understood effective lighting was a major staple of their ongoing creative process. Perfecting their unique beers demanded proper lighting to better examine the color consistency in their beers. As a result, effective lighting and energy efficiency were vital key elements to Chris' concern when it came to choosing the proper lighting fixtures for his brewery. Ensuring not only perfectly brewed beer but employee safety as well.

**PROBLEM/ SOLUTION** Chris was on the market for high performing LEDs and received several quotes from various lighting companies. However, what was lacking was the personal customer attention that Chris needed when going over his open floor plan, along with providing adequate samples, and ensuring he had partnered with a suitable company that would meet his expectations. On his continued search, Chris contacted one of Fanlights distributors in Temecula who directed him to Fanlight and their sales team. Through which he was able to come into contact with Fanlights West Coast Manager, Melissa Barajas, who not only expressed meeting with Chris she provided samples of a couple industrial LEDs, that she thought would be perfect for Chris and his team. Melissa's main goal was to make Chris' confidence in her service, convey his lighting requirements. All the while delivering highly efficient LEDs and come up with a strategic plan that fit 8 Bits lighting needs. Melissa wanted to ensure that Chris' long term goals in performance and energy efficiency were met for his business' continued growth. With Chris' needs in mind Melissa provided two sample LEDs that she knew would be a perfect fit for his open floor plan.



With 8 Bits modern, industrial look and the options presented by Melissa, Chris opted for the no lens Round Highbay LED, that fit aesthetically and provided the most illumination possible. Fanlight and one of their distributors in Temecula, were chosen as the privileged companies to tackle this project, and fulfill 8 Bits lighting needs. Melissa expressed to Fanlight and their distributor that saving money and energy efficiency were key in order to help Chris' already thriving business to continue to grow. While surveying 8 Bits open floor, Melissa provided a custom layout of the area to estimate the number of Round Highbays and supplies that might be needed. With this information, Melissa and her team at Fanlight came up with a rendering of the lighting layout and concluded on 25 round Highbay LEDs, and 10ft power cords. In addition, the layout helped create a more effective lighting distribution that would deliver the most uniform and consistent illumination in the allotted space.

**RESULT** With the concern of energy efficiency in mind, Melissa informed Chris about the various options available to better improve the Round Highbays energy efficiency. With an already known 70% in energy savings, Chris opted for a remote-control option, along with dimming capabilities, giving 8 Bit varying light setting options around the brewery, allowing for 0-10V dimming on all 25 Highbays. It also allowed Chris and team full control of their lights, and lighting distribution, by powering off the ones not in use throughout the brewery. The dimming capabilities also decreases the heat produced by the LEDs thus expanding the life expectancy of the Highbays. Ultimately, reducing maintenance costs, and rendering more savings. In addition, emergency drivers were installed on two of their Highbays for added employee safety, located at their rear and front entrances.

Furthermore, the layout provided the most efficient distribution and made things simplistic for their contractor by creating a visual means of going about the installation process. With a visual mapping of where each LED installation would occur, Melissa was able to provide 8 Bit with the proper materials they and their contractor needed. Proper coordination and strategic plans of materials from Melissa, the Fanlight team, and the distributor, was key, and helped to make sure their contractor was able to meet the deadline set forth by 8 Bit. With an already tight and limited time frame, the install process was quick, and efficient, due to the Round Highbays easy installation method. All together the installation of the Round Highbays conveyed efficiency, and resulted in reduced costs in labor and addressed Chris' need for saving money.

**CONCLUSION** The main goal was to provide energy efficient lighting, that delivered in distribution, uniformity, and consistency, throughout, while addressing the brewery's needs. The distributor, along with Melissa's communication, were able to distribute all the required materials at an exceptional rate and fulfill the needs required by the contractor and 8 Bit. Melissa and the Fanlight team were able to deliver and surpassing his teams' expectations, Chris and Melissa are now discussing 8 Bit Brewery's next project of replacing their parking lights in the near future. Ultimately, the hard work and cooperation of all those involved, managed to exceed expectations, and reduce 8 Bits carbon footprint in the long run, creating a more "greener" presence.

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