



# Portraits

## In Brief

**Project:**  
Seidl's Bindery, Inc.

**Location:**  
Houston, Texas

**Products Used:**  
EVERLINE® LED Industrial High Bay (BLI) Luminaire

### Features & Benefits:

- Calculated Lumen Maintenance: L70 > 170,000 Hours at 55C
- Utilizes EVERLINE LED Drivers with 0–10V dimming
- Available as 120–277VAC or 347–480VAC, 50/60 Hz
- 80 CRI; 4000K, 5000K CCT
- Wireless occupancy and daylight sensor accessory available
- DesignLights Consortium® qualified

### For More Information:

Universal Lighting Technologies  
51 Century Blvd., Suite 230  
Nashville, TN 37214  
1-800-225-5278  
marketing@unvlt.com

Efficient Power Tech, LLC  
1800 Augusta Drive, Suite 232  
Houston, TX 77057  
(713) 783-2367  
business@efficientpowertech.com

## Seidl's Bindery Partners with Efficient Power Tech to Lower Energy Costs and Improve Lighting Quality with EVERLINE® LED Industrial High Bay Upgrade

Seidl's Bindery, Inc. is a family-owned business in Houston, Texas that has been providing binding and post-press solutions for more than 40 years. The bindery's production area and loading dock had been using costly, inefficient fluorescent lighting.

Efficient Power Tech, LLC in Houston, a Universal Lighting Technologies Energy Select partner, is changing the way their commercial and industrial clients manage energy costs by providing holistic demand-side energy management products and services, previously only attainable by very large corporations, at very competitive price points. So, when Seidl's Bindery came to them with their inefficient lighting challenge, Travis Gipson, Director of Sales & System Integration at Efficient Power Tech, was there to provide the right upgrade solution.

"As lighting maintenance costs increased, lighting quality decreased and energy costs continued to grow out of control for Seidl's Bindery," states Gipson. "Efficient Power Tech conducted a site survey and provided

the company with an assessment of its current lighting's energy and maintenance costs. We recommended an LED lighting upgrade to reduce their energy spend, limit maintenance costs, and provide better lighting quality."

*"Our company was able to leverage Universal's internal resources to provide Seidl's Bindery with the best customer service and most reliable product at the most competitive pricing on the market."*

The leadership team at the bindery chose to upgrade to Universal's EVERLINE® BLI LED Industrial High Bay fixtures because of the product's long-life expectancy (L70 > 170,000 hours) and strong 10-year warranty. "Our company was able to leverage Universal's internal resources to provide Seidl's Bindery with the

best customer service and the most reliable product at the most competitive pricing in the market," says Gipson. "The support we received from Universal helped to make the LED upgrade smooth and simple."

### Immediate Impact on Cash Flow

"The standard cash-on-cash payback period for this project was projected to be a little over two years," adds Gipson. "But the bindery let us assist in the funding of the project cost through their monthly energy bill. They were able to realize an immediate positive impact on their monthly cash flow. We project that Seidl's Bindery will save nearly \$285,000 on the facility's total lighting energy costs over the next 10 years—possibly even more given the rising cost of



electricity generation and distribution. With the right lighting control strategy, Seidl's Bindery can save even more energy well into the future."

"I usually get to the bindery around 6 a.m. when it's still dark outside," says Matt Seidl, co-owner of Seidl's Bindery. "The new LED lighting is great for security because it looks like daylight all around the building. And on the production floor, it's not only brighter

but it makes the floor look cleaner. We've had customers say, 'Your place looks so clean.' The LED lighting is a big part of that."

"Universal's LED Industrial Bay Luminaire puts high efficacy and a 55° C ambient temperature rating into a small fixture with a modern look," states Gipson, "and it especially stands up to the Texas heat. This product is a robust choice for new and retrofit lighting projects like theirs."

ENERGY:			Power (W)	Annual Hours	kWh*	Annual Energy Cost
EXISTING	4-ft 6 Lamp Highbay	6 x F54T5	346	6,570	2,273	\$204.59
RETROFIT	BLI LED Highbay	145w Highbay	145	6,570	953	\$85.74
<b>Annual Savings</b>						<b>\$118.85</b>

FLUORESCENT ONGOING MAINTENANCE:	Material	Labor	Quantity 10-Years	Cost
Lamp replacements	\$20.00	\$10.00	2	\$60.00
Ballast replacements	\$21.00	\$20.00	1	\$41.00
<b>10-Year Total</b>				<b>\$101.00</b>
<b>Annualized Cost per Year</b>				<b>\$10.10</b>

\* Energy Consumption rate of \$0.09/KWH

## 145W Replaces 346W = \$128.95 Annualized Savings per Fixture



Select models are DesignLights Consortium® qualified. Consult [www.designlights.org/QPL](http://www.designlights.org/QPL) for details.

## About Panasonic Lighting Americas, Inc.

Panasonic Lighting Americas, Inc., a subsidiary of the Panasonic Group, operates Douglas Lighting Controls, Inc. (Douglas) and Universal Lighting Technologies, Inc. (Universal), two lighting leaders in the industry. Universal engineers LED Drivers, LED Modules, Fluorescent, HID, and connected devices. Douglas systems include networked and standalone solutions using wired and wireless technology. Together, with over a century of combined experience and recognized for their expertise and quality, Douglas and Universal provide customers with the most advanced lighting controls and LED solutions on the market today. Learn more about Douglas at [www.douglaslightingcontrols.com](http://www.douglaslightingcontrols.com) and Universal at [www.unvlt.com](http://www.unvlt.com).

## About Universal Lighting Technologies, Inc.

Universal Lighting Technologies, Inc. a member of the Panasonic group and a subsidiary of Panasonic Lighting Americas, Inc., engineers, manufactures and markets innovative solutions for commercial lighting across North America, including LED drivers, LED modules, fluorescent, HID and connected devices using wired and wireless technology. Universal's EVERLINE® LED retrofit continuum provides a range of solutions for upgrading fluorescent to LED. With over 70 years of experience, the company is recognized for its commitment to quality and customer service. Learn more about Universal at [www.unvlt.com](http://www.unvlt.com). Like us on Facebook and follow us on LinkedIn and Twitter.



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51 Century Blvd., Suite 230  
Nashville, TN 37214

(615) 316-5100  
1-800-225-5278

[unvlt.com](http://unvlt.com)