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When it comes to pursuing a fit and healthy lifestyle, Beverly Athletic Club (BAC) offers its members outstanding variety, great service and a welcoming environment. Recently, owner, Ed Soul, noticed how uneven the lighting of his facility was and how it impacted the ambience he wanted to project.

“We had several hundred fluorescent tubes lighting up the club. As each tube ages, it fades, so the club was brighter in some spots, dimmer in others and looking generally very tired overall.” said Soul.

Determined to see the BAC in a new light, Ed took advice from a fellow club operator to consider ThinkLite and its breakthrough range of high lumen LED lamps designed to provide direct replacement of fluorescent without having to change the fixtures. The BAC had nearly 800 fluorescent tubes of various types - some T5 types, some T8 types, some U-shapes and all in varying 2ft and 4ft lengths as well.

“We successfully replaced each of these lamp types using ThinkLite’s driverless LED tubes with remarkable results.” said Mike Andersen, ThinkLite Vice President of Sales for North America. “We reduced electrical consumption by over 50% while eliminating lamp and ballast maintenance for up to ten years.”

This project also qualified for a significant cash incentive rebate from National Grid and this adjusted the BAC’s payback period to less than one year.

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“When they understood that this was not only better lighting for them, but a green, sustainable project, they applauded our environmental focus. In the fitness industry with its competitive atmosphere, it is important for us to provide members compelling reasons to stay with us vs. the competition. We have found that caring for the environment is a great reinforcement for members to belong to the BAC.”

Aside from the Club looking great, Soul reported his electric bill has fallen. They reported their lighting costs decreased by over 50%. That’s proof that they made the right choice with the ThinkLite solution.

About ThinkLite

ThinkLite is a global lighting efficiency company that custom designs, manufactures, distributes, and installs energy efficient retrofit solutions to commercial customers and governments. The Company’s efficient lighting products leverages proprietary LED and Induction technologies that specifically adapt to existing infrastructures. The Company is headquartered in Natick, Massachusetts with operations in 14 countries.

