



## IKEA

Pittsburgh, Pennsylvania

A 185,000 square foot home furnishings retail showroom

### Challenge

IKEA, an environmentally conscious international retailer of home furnishings and accessories, wanted to improve lighting levels throughout its Pittsburgh store and save money on energy costs.

### OnDemand Solution

OnDemand designed and installed a custom lighting upgrade for IKEA Pittsburgh's 185,000 square foot retail store, resulting in a brighter and better shopping environment with a significant reduction in energy usage. The solution worked so well that IKEA expanded its contract with OnDemand to include energy efficient lighting throughout an adjacent 15,000 square foot warehouse area.

### The Bottom Line

More than two years after its retail store lighting upgrade, IKEA continues to realize approximately 20% savings in lighting costs annually. Warehouse lighting levels have quadrupled, without an increase in energy costs. Contract features include:

- Custom lighting plan design
- Product procurement
- Installation and maintenance



*"OnDemand has improved lighting throughout our store and warehouse, and helped us cut energy costs at the same time. The results have been outstanding."*

*Anthony Meta*

*General Manager, IKEA Pittsburgh*

### Putting a New Light on Energy Savings

As any retailer knows, the attractiveness of store displays is key to consumer appeal – and ultimately to sales volume. Lighting is an important ingredient in the mix. “We need to spotlight certain areas for the customer,” says IKEA Pittsburgh general manager Anthony Meta. “We can’t afford to sacrifice looks for energy efficiency. When we talked to OnDemand, we learned we didn’t have to.”

IKEA Pittsburgh initially contracted with OnDemand to perform a facility lighting enhancement throughout its extensive retail showroom. The new lighting solution included an upgrade to electronic ballast T-8 lamps and energy efficient halogen products that deliver a brighter, more attractive shopping and working environment with less energy use. OnDemand also provides ongoing maintenance services on the lighting system.

IKEA was so pleased with the results that just two years later they commissioned an expansion of their energy efficient lighting into a 15,000 square foot warehouse area. To accommodate the sporadic use of the warehouse space, OnDemand specified the latest in high-tech, high efficiency lighting controls. The custom, energy-saving solution includes a bi-level control system that keeps lighting levels at 50 percent when the warehouse is vacant, and uses motion sensors to instantaneously trigger full output when the area becomes occupied.

Other upgrades include a full system transition to efficient metal halide and highbay fixtures, which deliver four times the lighting output of the previous system without increasing energy use. “We’ve had very positive input from coworkers about the improved lighting levels throughout the store and warehouse,” says Meta.

In addition to enhancing retail aesthetics, energy reduction was particularly important to IKEA, a company known for its environmental commitment. “OnDemand had the products and the know-how to improve our lighting levels, and actually save energy and energy costs in the bargain,” says Meta. “They’ve helped us prove that environmental responsibility can be attractive – both to the eye and the bottom line.”

*“OnDemand has enhanced our store environment and the efficiency of our lighting systems. In the competitive retail arena, this translates into improved business results.”*

*Anthony Meta*

*General Manager, IKEA Pittsburgh*



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