



**CJM LIGHTING
& ELECTRICAL INC.**

CASE STUDY - GOLD CREATIONS, LTD. BROOKFIELD, WI

Gold Creations Ltd. is a fine jewelry store located in Brookfield, Wisconsin. As a trusted local source for rings, necklaces, earrings, watches and other fine gifts, they are also well-versed in providing jewelry appraisals. Along with a large retail showroom, Gold Creations also manufactures and repairs jewelry in their on-site manufacturing facility.

CHALLENGE

Gold Creations has been in business for nearly 40 years and recently built a new Brookfield headquarters in 2006. The building has a large retail showroom which houses over 150 lighting fixtures and a large manufacturing facility where jewelry is manufactured, inspected and repaired.

At the time of construction, the facility was equipped with standard, up-to-date lighting solutions. However, after nine years, many of the bulbs and ballasts were out of date and extremely inefficient. The old lighting technology was using more power to create less light, much of which was being wasted as radiated heat throughout the building. The overall lighting color was dim and inconsistent (white vs. yellow lamps), which affected customer's buying experiences in the retail showroom and the

BUSINESS

Gold Creations, Ltd.
16150 W. Bluemound Rd.
Brookfield, WI 53005

PROGRAM

Small Business Incentive

CONTACT

Tony Borowski, Owner and President



"CJM not only helped save us hundreds of dollars on our monthly energy bill, but also a great deal of money on bulb replacements. On top of the cost savings, the lighting quality of our showroom has improved, accenting our jewelry and gemstones."

- Tony, Owner of Gold Creations
Brookfield, WI

employees in the manufacturing warehouse who work with small jewels and gemstones on a daily basis. On top of the inefficient lighting and growing monthly energy bills, Gold Creations was purchasing and replacing expensive burned out bulbs on a weekly basis.

SOLUTION

Tony initially brought CJM in to conduct a free onsite energy assessment of the building. After a thorough inspection we found numerous opportunities for potential energy savings. Next, we sat down with Tony and identified a new lighting solution that best fit the needs of the business, while also lowering the monthly energy bill. Once the potential incentives and rebates available through Focus on Energy were reviewed, we identified the Small Business Incentive program as the perfect fit for Gold Creations. Lastly, our lighting contractors set up a date and time that fit best into Tony's schedule and installed all of Gold Creation's new lighting solutions throughout the retail and manufacturing buildings.

"Jeff handled all the paperwork and made it a seamless process for us. Not only did he replace all of our bulbs, but he helped install other energy efficient applications that helped improve the overall efficiency of our building. In terms of the install, security is always an issue with a jewelry center, however, we had full trust in the workers at CJM. It was never a concern of mine," said Tony.



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OUTCOME

Since installing the new LED energy efficient lighting sources in May of 2014, Gold Creations has experienced numerous benefits including:

- 1 Hundreds of dollars in savings on monthly energy bills
- 2 Weekly savings on purchasing and replacing light bulbs
- 3 Brighter, more efficient LED lighting with increased bulb lifespans
- 4 Consistent lighting color that is easy on employee's eyes, especially when working with small jewels and gemstones
- 5 Improved lighting in the retail showroom and display cases - accenting the color tones of gemstones and precious metals
- 6 Increased security lighting inside and outside of the building

*\$4,074 / 24 Months
= \$170 Savings
on Gold Creation's
Monthly Energy Bill*