



LEDtronics adds Energy Saving - Long Life LED lights on Santa Monica Pier and Carousel Building

LEDtronics LED Lighting Reduces Energy More Than 30% at 97 Year-Old Landmark

SANTA MONICA CALIFORNIA, July 10, 2013 /EINPresswire.com/ -- LEDtronics, the pioneers of solid-state, LED lighting design and manufacturing in the United States, announced that their new, LED lamps at the Santa Monica Pier and Carousel Building are helping the 97-year-old landmark conserve energy by more than 30%, increase safety, remove light pollution, and reduce maintenance time.

"The old, fluorescent lights on the Pier burned out, left gaps in the lighting and were in a difficult area to maintain," states Matt Henigan, City of Santa Monica, Office of Sustainability and the Environment, Energy Efficiency Engineer. "With the new LED lamps in place, maintenance is minimal, and we have already reduced energy consumption by over 30%. And because the LED lighting is directional, it improves safety and enhances the Pier's appearance without causing light pollution for local residents."

The 413,056 square-foot Santa Monica Pier also includes one of the few, surviving all-wooden carousels in the world, part of the Santa Monica Looff Hippodrome, designed in 1916 by Charles Looff. A favorite for stars like Marilyn Monroe, Joan Baez and W.C. Fields, and film and television shows such as, "The Sting," "The Net," "Inside Daisy Clover," "Charlie's Angels", and "CSI: Crime Scene Investigation," the famous building housed hundreds of old, fluorescent bulbs that required constant changing and maintenance.

"Now that the necklace lights on the carousel building have been replaced with LEDs, there are no gaps, they give off a nice, bright glow, and the colors really bring out the colors on the building," states Jim Harris, Santa Monica Pier Restoration Corporation Deputy Director. "We won't need to change these bulbs for years, and the LED lamps added to the rest area and Boardwalk outside of the building increase security and provide a well-lit area for people to relax and enjoy the sights and sounds of the Pier."

Finalized in December of 2012, the City of Santa Monica funded the LEDs project with a \$668,000 Energy Efficiency and Conservation Block Grant (EECBG) award from the US Department of Energy. For the project, LEDtronics provided: LED Light Bulbs, S14 Style for the Looff Hippodrome, These LEDs consume only 1.3 watts, replacing the 11-watt incandescent bulbs with the potential for over 80% in energy savings. LED Post Top Lights in a pendant style with mogul-base fixtures for the outdoor, rest area These LEDs only use 20 watts of power and replace 50 to 70 Watt MH/HPS bulbs. LED Post Top Pendant Lights for the Santa Monica Pier Boardwalk Consuming only 27 watts of power, these lights replace close to 150+ watt older MH bulb types and provide instant energy savings and LED long-life. LEDtronics TRF-A19-TPW-02 LED Bulbs in The A19-Style were used in the hard-to-reach, beacon light fixtures around the Pier's perimeter.

These solid-state (LED) light bulbs provide direct incandescent replacement and up to 90% in energy savings.

"As a well-known landmark and the #10 most Instagrammed place in the world, the Santa Monica Pier and Carousel Building were in desperate need of LED upgrades," states Pervaiz Lodhie, LED lighting pioneer and CEO of LEDtronics, Inc. "Instead of having to deal with missing lights and financial hassles, now, the City of Santa Monica has LED lights that save energy and maintenance costs, reduce light pollution and increase safety, while enhancing the beauty of this historic sight for people to enjoy worldwide.

To learn more about LEDs lights for all industries and applications, visit <http://bit.ly/LEDtronics>.

About LEDtronics, Inc.

The pioneer of LED lighting, Pervaiz Lodhie, founded LEDtronics, Inc. in 1983 with his wife Almas. Since then, LEDtronics, Inc. has been the leader in designing and manufacturing environmentally-friendly, low-power usage, long-life LED bulbs and LED lamps to replace incandescent bulbs. The company is certified as a Minority-Owned Small Business and has grown into one of the world's leading suppliers of innovative LED lights, lamps, clusters and arrays. LEDtronics now employs over 300 people with sales representatives worldwide and prides itself on delivering LED lighting solutions and products of consistently high quality to exceed customer expectations. For more information, call us at (800) 579-4875 or visit ledtronics.com.

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