



Project Summary

Evolution Hair Studio is a posh salon in Minneapolis, MN, that relied on traditional lighting products for years. In 2012, Evolution owner, Matt Swinney, was ready to upgrade. He was looking for a long-lasting lighting product that would reduce energy use and look great. He chose RVLT LED products for the job.

End User: Hair Salon, Minneapolis, Minnesota

Application: Reception Area, Salon Floor

Products: ■ HP 18W Dimmable 40°LED Par 38

- Benefits:**
- Cleaner, brighter appearance
 - Increased light levels
 - Reduced maintenance
 - Reduced energy usage
 - Reduced HVAC expenses
 - Customer compliments

Project Overview



Evolution's old-fashioned and energy-intensive 90-watt halogen lamps failed annoyingly often and clashed with the salon's contemporary flair. The halogens were also expensive to operate and emitted so much heat that they increased air-conditioning costs in the summer. Swinney replaced 63 halogen PAR 38s in tracks throughout the reception area and studio floor with RVLT's dimmable 18-watt PAR 38s in warm white.

The lighting quality in the salon improved dramatically with the retrofit, as did the temperature. "It got hot in here," said Swinney. "Even at 10 feet overhead, you can feel the heat of the halogen light."



Project Overview (con't)

The dimmable RVLT PARs also enabled Swinney to adjust light levels throughout the day to conserve energy and create the perfect mood. “The salon is transformed at night,” said Swinney. “When the sun goes down, it becomes a bright but warm environment. My clients love it.”

Existing Fixtures	Replacement Fixtures
90W Halogen PAR 38s	Dimmable 18-watt LED PAR 38s

Swinney also appreciates the environment benefits of his new lights. By switching to RVLT products, he has reduced the salon’s carbon footprint by over 33,000 pounds per year. The RVLT PARs use 80% less energy than their halogen predecessors and are warranted for five years. Swinney also received a \$2,457 rebate for his LED lighting retrofit and will save over \$3,500 a year in energy and maintenance costs. With the rebate, decreased energy use, and reduced maintenance, the new RVLT lights will pay for themselves in just 15 months.

Cost Analysis

Annual Energy Savings: \$2,115 **Estimated ROI: 1.25 years**

“There are a million and one ways to save money as a small business,” remarked Swinney, “but, for me, it’s all about making the world a little better for my kids. If I can help just a little bit, maybe my kids will have a better place to live later on.”



Visit www.rvlti.com for more information.

Numbers are calculated at the time of installation and may not reflect current upgrades to lighting fixture components.