

# BetaLED® Project Brief Overview

Carl's Jr. – Carpinteria, CA



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Juliann Rogers  
Energy Manager  
CKE Restaurants, Inc.



## PROJECT SUMMARY

<b>End User:</b>	CKE Restaurants, Inc. (CKE)
<b>Application:</b>	Quick serve restaurant remodel. One-for-one replacement of existing metal halide luminaires.
<b>Products:</b>	9 BetaLED® THE EDGE® area luminaires with Type V distribution
<b>Benefits:</b>	<ul style="list-style-type: none"><li>• Significantly increased lighting performance is achieved while meeting California's Title 24 requirements through versatility of multiple optical selections, scalable LED modules, in 20 LED increments, and multiple drive current options.</li><li>• Greater than a 50% energy savings compared to the typical metal halide lighting system used to meet the same lighting performance metrics.</li><li>• Achieves virtually maintenance-free operation for approximately 12 years (over 50,000 hours).</li></ul>



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## BetaLED fits the bill at restaurant remodel



**C**KE Restaurants, Inc. (CKE) operates popular U.S. regional brands in quick-serve restaurants including West Coast-favorite Carl's Jr.® The company owns 40 percent of its restaurant locations while the rest are franchise-owned. When company-owned Carl's Jr. in Carpinteria, Calif. was remodeled, CKE looked for ways to improve lighting performance while achieving the efficiency necessary to meet the state's aggressive Title 24 requirements for exterior lighting. Additionally, the location required zero light trespass on neighboring properties – a standard that is on the rise in residential and business zoning across the U.S.

To meet the mandates, Juliann Rogers, energy manager for CKE, decided to compare LED and metal halide luminaires before making a purchase decision. Her goal was to find the most energy efficient product that provided the desired application level lighting performance.

"We discovered that the BetaLED luminaires achieved dramatic improvements in lighting performance with significantly less power consumption compared to the metal halide luminaires. Beyond measurable results, the light appears clearer and crisper than the metal halide light did," said Rogers.

Rogers selected BetaLED's THE EDGE area luminaires for their versatility of placing the right amount of light precisely within the parking lot boundaries while using less energy than the same number of metal halide fixtures. Carl's Jr. site lighting is consistent among each franchise location providing a standard solution for meeting appropriate lighting. BetaLED area luminaires are the perfect solution for multiple location installations because they offer the versatility of numerous optical selections and upgradable LED modular light bars. These product advantages achieve specific desired light levels and energy savings for each unique application while attaining the

consistent goal of maximizing lighting performance and reducing maintenance.

"Sustainable applications are very important to CKE so we are always looking for programs that are cost effective and will help us reduce our energy use," said Rogers. "The City was encouraging us to be green with the site, including the lights, but it wasn't a requirement to install LED," said Rogers. "They were very happy to hear that we decided to use BetaLED fixtures."

The significant restaurant rebuild included a parking lot lighting redesign that retained the same number of poles for a one-to-

one replacement. Nine BetaLED luminaires consuming 257 watts were installed instead of metal halide high intensity discharge (HID) fixtures that consume 455 watts. The performance of the BetaLED luminaires translates into a total annual energy and maintenance savings of over \$1,300 (calculated with 4,368 burn hours at a KW/hr rate of \$0.12)\*. Energy savings would be even greater for Carl's Jr. sites that retrofit the company's standard 750 watt pulse start metal halide lighting solution with energy-efficient BetaLED luminaires. A calculation done for this typical installation achieves a combined annual energy and maintenance savings of over \$4,500 (calculated with 4,368 burn hours at a KW/hr rate of \$0.12).

