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### Major Lighting Manufacturer Continues Focus on Energy Conservation

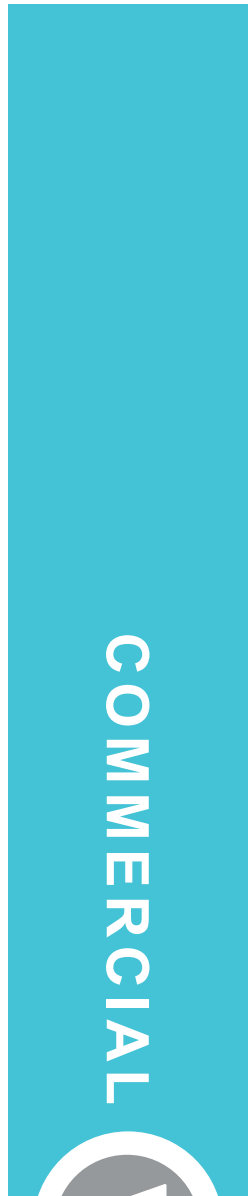
Sea Gull Lighting Products, LLC, a Generation Brands company, is a leading manufacturer and marketer of decorative and functional lighting for residential, commercial and architectural applications. The 87-year-old company employs more than 500 people and provides more than 3,500 product designs to a multi-national network of electrical distributors, lighting showrooms, and various niche markets. Sea Gull Lighting also offers the industry’s most expansive line of ENERGY STAR® products, with over 500 qualified lighting fixtures and ceiling fans included in its product line.

As a proud partner of the EPA’s ENERGY STAR program, Sea Gull Lighting was named Partner of the Year in 2004 and 2005. Sea Gull Lighting has continued its long-term commitment to the conservation of energy and reduction of energy costs through the installation of a new solar-powered energy system at its Riverside, New Jersey headquarters and Burlington Township, New Jersey distribution center.

**Challenge** Alan Hirsch, Executive Vice President of Administration for Sea Gull Lighting, says, “A key motivation for us was trying to conserve energy and control costs. We were building a new 500,000 square foot distribution center and one of our people recommended we look at installing alternate sources of power in the new facility. We were already putting high efficiency lighting in the warehouse, and after looking into it, we thought it would be a very good addition to also generate our own power if we could. Energy prices are going up, and I don’t think they’re ever going to go down. The ability to simply put a piece of equipment on your roof and reduce your energy costs while reducing society’s need to build new power generation plants is a no-brainer. If everybody can do a little bit in that area, it’s a win for utility companies, consumers, and the environment.

“What really makes this whole thing work is the state’s and the power company’s willingness to underwrite the cost to help pay back the investors in a reasonable time frame. All businesses are really only interested in investing in their products and services. It is in the interest of the power companies to foster distributed production to reduce the demand for new plants and meet state mandates for green power.

“With the program that SunEdison has, it was a total win for us. We put up no capital to do it, we put in no effort other than to get the builder to accommodate the minor weight of the panels on our roof, and SunEdison did the rest. They engineered the system, they delivered the equipment, they installed it, they are guaranteeing its operation, and they are guaranteeing us a savings on our electrical usage for the next 10 years. It was a safe bet for us with no real negative impact.”



# Project Profile: Sea Gull Lighting Products, LLC

**Industry:** Lighting Manufacturer/Commercial

**System Type:** Roof-mounted solar panels

**Location:** New Jersey Headquarters and Distribution Center

**System Size:** Two 500 kW installations

**Organization:** Sea Gull Lighting Products, LLC, a Generation Brands company, is a leading manufacturer and marketer of decorative and functional lighting for residential, commercial and architectural applications.

**Annual Savings:** Reduced energy operating expenses

**Capital Outlay:** \$0

**Solution** SunEdison installed a 500 kW solar photovoltaic (PV) system on the new Burlington distribution center in the summer of 2006 and followed it up with another 500 kW system on the company's Riverside headquarters office. Each system is expected to supply nearly 20% of each facility's total energy needs throughout the course of the year with that amount rising during the summer months. In its first year of operation, the two systems are expected to save nearly 1.2 million kWh of electricity that would otherwise need to be provided by local utilities. This is the equivalent of saving 42,000 gallons of gasoline or planting nearly 20,000 trees a year.

"SunEdison makes it pretty easy on you," said Hirsch. "Basically, they build a power generation system on your roof and provide you with a discounted supply of power seamlessly and cleanly. They give you a fully managed product; they totally pay for it; they guarantee you that, unless prices go down on energy, you're going to save. They also guarantee that they will remove the unit from your roof and restore it if you choose not to renew the contract at the end of the term... so how do you go wrong? Again, I use the term, it's a no-brainer."

**Benefits** "The use of solar energy at two of our largest facilities not only benefits our company, but also actively supports our energy conservation efforts for the community," said Hirsch. "Our company strongly believes in the 'greening' of America and is dedicated to furthering the cause through the ever-increasing introduction of energy-efficient products and the adoption of best practices that will help us all save energy and reduce energy costs.

"We are doing something that has a positive impact on the environment with no up-front cost and a savings benefit. If everybody were to do the same thing, the equivalent of a lot of cars' pollution would be removed from the environment and allow for greater growth of the economy without utilities having to build more power plants. Of all the things you can do, this is really a great positive.

"If I were to go out and get a hybrid car, I would also be improving the environment, but I would be making a large capital expenditure. That's not the case here, as the state is underwriting a lot of the initial capital costs, leaving us with no cost and only benefits."



**About SunEdison:** SunEdison is North America's largest solar energy services provider, and operates across a global marketplace. We deliver predictably priced solar energy services to complement your existing utility services. Unlike other solar companies, SunEdison provides a fully managed service; we finance, install, own, operate, monitor and maintain photovoltaic power plants for our commercial, government and utility customers without the high capital outlays traditionally associated with solar energy.