

Case Study | *Stone's Jewelry*

WAC Lighting Adds Sparkle to Stone's Jewelry





“The fixtures are very unobtrusive and the lighting looks very natural,” explained Stone’s Jewelry Owner Neale Stone. “In addition, we will receive a 35 to 45 percent energy savings in the first year, with a return on our investment in two to three years. Much more than the superb energy and maintenance cost savings, the lighting is unbelievable.”

When Stone’s Jewelry wanted to add sparkle and glamour to its extensive display of fine jewelry, the owner selected WAC as its choice for fine lighting.

Ten years ago the owner transformed a barbershop into this jewelry store however, the lighting was never specified correctly. During a recent renovation, new state-of-the-art LED luminaires were installed to add glamour and charm to the fine gold, diamonds, silver, gemstones and crystal.

Almost invisible, WAC’s award-winning InvisiLED® Pro tape lights were installed inside the floor cases to showcase merchandise on the shelves with brilliant white light. Delivering a powerful 200 lumens per foot while using just three watts, InvisiLED® Pro is a professional grade, warm white tape light that delivers optimal color consistency and brightness for effective jewelry displays. The tape can be dimmed with an Electronic Low Voltage dimmer and has a long life of 50,000 hours.

Ideal for undercabinet lighting, LEDme® Button Lights were surface mounted above the shelves inside wall displays to add an upscale appeal to the precious gems. Using state of the art LED technology, Button Lights are unobtrusive longlasting fixtures. The luminaires are thermally efficient, designed to illuminate heat sensitive and UV sensitive jewelry, accessories and collectibles. Each Button Light uses three one-watt LEDs that offer a color temperature of 3000K and delivers a light output of 180 lumens (equivalent to a 20-watt xenon lamp).

“The new lighting appears very natural,” continued Mr. Stone. “And that is a very good thing. The fixtures don’t get in the way of our jewelry displays and deliver excellent quality lighting and a robust beam. WAC fixtures have certainly made a difference in our store and an impact on sales.”

From the ceiling above, ENERGY STAR®-rated Miniature LED downlights provide visual comfort with beautiful ambient lighting that provides an enjoyable experience for customers. The LEDme Downlights, which are featured with a 4-inch aperture, are crafted of die cast aluminum for durability. The luminaire trims feature a super low profile that is less than 1/8th of an inch thick. The deep regression of the fixtures allow for very low glare with a 40-degree visual cutoff angle. The downlights are finished in Black and Brushed Nickel.

All of these luminaires have a long potential life of up to 50,000 hours.

“Customers can see our jewelry brilliantly and easily without any shadows,” continued Mr. Stone. “The fixtures provided clear, clean and consistent lighting that makes all of our merchandise shimmer and come alive. WAC has truly exceeded our expectations.”

About Stone’s Fine Jewelry

Stone’s Fine Jewelry is located in the Boardwalk Shopping Center on 6881 Orchard Lake Road in West Bloomfield, Michigan. The phone number is 1.248.851.5030. This store was founded in 1966 and is locally owned and operated by Neale Stone. Stone’s offers numerous pieces but specializes in custom designs.

About Michigan Chandelier

In business for over 85 years, Michigan Chandelier offers a broad range of lighting products. The showroom offers many special services and can special order nearly any fixture from its vendors. For those customers that are building new homes or remodeling existing ones, Michigan Chandelier can create a complete lighting plan.

In addition, the company can fulfill nearly any commercial lighting need. The business is based at 190 East Maple Road in Troy, Michigan. The phone number is 1.248.583.3200.



Project:

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