

## **Modernistic honored for environmentally friendly practices**

As the result of a light-related electricity reduction at its Stillwater facility, Modernistic Inc. has received Orion Energy Systems' Environmental Stewardship Award.

Orion presents the award to companies that achieve significant environmental benefits through the use of Orion's energy-efficient products and systems. Mike Obermann, an energy consultant with Energy Management Technologies and a partner of Orion, presented the award recently.

Modernistic replaced 270 high-intensity discharge (HID) light fixtures with 255 of Orion's Compact Modular, high-intensity fluorescent (HIF) fixtures. The area Modernistic retrofitted is approximately 108,000 square feet, according to maintenance manager Tom LaPlante.

"The first day the Orion fixtures were up was a bit of a shock because it was so nice and bright," LaPlante said. "We were so used to working in dimmer conditions. We actually increased our light levels by a couple hundred percent."

As a result of the lighting change, Modernistic is expected to cut its light-related electricity costs by 64 percent - from an annual \$58,715 to \$21,000.

In addition to the decreased cost savings come significant environmental benefits, as Modernistic drastically reduces the amount of harmful greenhouse gases emitted into the atmosphere.

The lighting change is projected to reduce light-related electricity consumption by 60 percent, from an annual 715,635 kilowatt-hours to 283,255 kWh.

Because of the reduction in electricity needed to be generated to power Modernistic lights, Modernistic is helping decrease carbon dioxide emissions by 5,679 tons during the lifecycle of Orion's high-efficiency fixtures. During that same period, the company will reduce 23 tons of sulfur dioxide and 8 tons of nitrogen oxides, according to the Environmental Protection Agency.

Carbon dioxide, sulfur dioxide and nitrogen oxides are all toxic byproducts of the electricity generation process.

The reductions are the air-scrubbing equivalent of a 79-acre forest or removing 70 cars from the road. It is also the equivalent of saving 35,693 gallons of gasoline a year, according to the EPA.

"Due to the new 5,000 Kelvin lights in both our digital and screen print departments, we are now better equipped to detect any in-process color shifts," said Modernistic's co-CEO Scott Schulte.

The environmental and cost benefits to Modernistic are possible because of Orion's patented, high-efficiency lighting systems that reduce light-related electricity use by 50 percent while producing 50 percent more light than the industry standard high-intensity discharge lights. Orion's fixtures also are easy to install and maintain.

"Companies throughout North America are finding that implementing green initiatives doesn't add to their costs, but actually reduces them," said Orion President and CEO Neal Verfuert. "In this case, Modernistic received better lighting, reduced their energy costs and decreased its environmental impact. That's why we feel energy efficiency is the best, lowest cost and most environmentally beneficial source of energy available to us."