



CFLs: The Next Generation

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As energy efficient lighting technology improves, Pineapple Hospitality offers new CFL bulbs and recycling solutions for all your hotel's lighting needs.

For years, environmental advocates have been touting the benefit of compact fluorescent light bulbs (CFLs). It's always been the low-hanging fruit that forward-thinking hotel operators could grasp onto for an immediate reduction in energy costs while maintaining a greener footprint on the Earth.

CFLs can 60 to 80 percent less energy than traditional incandescent lighting. They also can last up to 10 times longer, saving you money on replacement costs and the labor to replace the burnt out bulbs. And they function in existing light fixtures, so other than replacing the bulbs, there's no need for huge lighting fixture upgrades.

What you may not realize is how far today's CFLs have come compared to the early models that first popped onto store shelves and the public consciousness 10-plus years ago.

"CFL technology today is evolving – it's very different today than when they first came out," says Scott Parisi, President of EcoGreen Hotel (www.EcoGreenHotel.com). "The quality of lighting is better – it's a more pleasant 'soft white' light that is emitted, not a cold flicker of light. They have the ability to warm up and come to full brightness quicker. It really makes a big difference."

Parisi adds that advancements in CFL technology also now fully function in dimmable and three-way fixtures. Early dimmable CFLs could only dim to 20-25 percent of total lighting capacity without shutting off. But today's models dim down to 10 percent levels, just as incandescent bulbs can do.

"While every hotel should be proud of its environmental record, a good energy efficient lighting program is its own reward," says Ray Burger, President of Pineapple Hospitality, the premier distributor of "Green" Hotel Products and Marketing Programs for the Hospitality Industry. "You know you are going the right way when guests don't notice that you are using CFLs in guestrooms, hallways and other public areas. But you'll see the difference when it comes to your energy costs."

"With today's innovations in lighting technology, you won't have to compromise in quality or selection to have the desired effect. We have an energy-efficient lighting solution for any lighting need available to you now through Pineapple Hospitality and the EcoGreenHotel store (www.EcoGreenHotelStore.com)," Burger adds.

The Greener Choice

How green are CFL bulbs, really?

It's also commonly understood that CFL bulbs contain mercury, so some people are hesitant to use them. But today's CFLs use less mercury than earlier models. Members of the National Electrical Manufacturers Association (NEMA) have committed to cap the amount of mercury in 25-watt or less CFL bulbs at 5 milligrams (and 6 mg for 25-40 watt CFL bulbs.)

Plus, a recent article from CNN Money illustrates that, if you care about mercury, then CFLs ARE your best bet. The leading source of mercury emissions in the U.S. is coal-fired power plants. So considering that CFLs consume up to 75 percent less electricity than traditional light bulbs, using them actually decreases the mercury in the atmosphere.

According to Energy Star, a 60-watt incandescent bulb adds 5.8 milligrams of mercury into the environment over its lifetime, vs. 1.8 milligrams for a comparable CFL.

Some people are also concerned about the waste created by prematurely throwing out old incandescent bulbs – thinking they'll replace the bulbs only after they burn out. But that just delays the cost and environmental savings.

A traditional 60-watt incandescent bulb costs about 14.4 cents per day to operate. An equivalent 13-watt CFL bulbs, meanwhile, costs just 3.1 cents a day to operate.

In the same CNN Money article, scientists Jeff Tsao and Mike Coltrin of Sandia National Laboratories calculate that you'd save money by tossing a new 60-watt incandescent and replacing it with a fluorescent. Over the CFL's 12,000-hour lifetime, you would save some \$51, more than enough to offset the costs of the new bulb. But what about the energy it took to make that incandescent bulb? It amounts to less than 1% of the total, an amount "so small that you don't have to worry about it."

Plus, with a variety of rebates and grant programs available today for energy efficiency and lighting improvements, CFLs are the right choice economically and environmentally.

Recycling Made Easy

Moreover, the risk of mercury contamination from CFL bulbs can be mitigated through Pineapple Hospitality's easy-to-use Recycling Made Easy program. Just throwing CFL bulbs away in the trash increases the likelihood of the bulb being broken and mercury vapor escaping into the atmosphere and water around the landfill.

The prepaid Recycling Made Easy program provides a safe, convenient and cost-effective way to ensure quantities of fluorescent lamps, batteries, ballasts, mercury containing thermostats, and devices are properly recycled in accordance with federal, state and local disposal regulations, while reducing the risk of contamination by storing hazardous materials at your facility.

The price includes everything you need to begin recycling—packaging, prepaid freight from your facility, processing and certificates of recycling. When the container is full, simply ship it out. Simply order, fill, seal and ship with the prepaid shipping label. The box holds 30 T12/60 T8 straight fluorescent lamps, as well as compact, HID's and U-tubes. Pineapple Hospitality carries the liability protection you need when managing the risk of improper disposal.

“One of the top questions we get is, “What do we do with the bulbs when they burn out?” says Parisi. “It’s really a big concern, but we have a full line of programs through Pineapple Hospitality and the EcoGreenHotel Store for recycling CFL bulbs, electronics, ink cartridges and other items we want to keep out of landfills.”

Marvin Dixon, Director of Engineering for the Four Seasons Philadelphia, started using Pineapple Hospitality's Recycling Made Easy program as part of a major lighting upgrade throughout the hotel. Pineapple was involved in relamping all of the Four Seasons' public spaces, pool area, employee cafeteria, guest room corridors and more.

In 2009 alone, the CFL conversion saved the Four Seasons more than \$60,000 in energy costs.

“These bulbs last longer, they're not as hot. We're saving a lot on labor from not changing them out as often,” says Dixon. “When they do burn out, we know exactly what to do with them. We have the recycling containers ready to go. When they're full, we just ship them out. It's just a simple process.”

Parisi says that between 70-80 percent of the energy efficient lighting and recycling programs offered through the EcoGreenHotel store are being provided by Pineapple Hospitality.

“The Energy Efficient Lighting Products on www.EcoGreenHotelStore.com are competitively priced with other purchasing platforms in the industry, and our hotels are finding it very easy to use,” says Alpesh Patel, President of the Kana Hotel Group. “The service and product quality from Pineapple Hospitality has been great – they have the selection to meet any application as we push forward with our sustainability movement.”

About Pineapple Hospitality

Headquartered in Saint Charles, Missouri, Pineapple Hospitality™ brings fresh ideas to hospitality guests' doors and owner/operators' bottom lines - including FreshStay® (www.freshstay.com), EcoRooms & EcoSuites (www.EcoRooms.com) Environmentally Sensitive Amenities™, EO®, Earth Perfect, Earth Simple, ecossential elements, Save Your World, Sonoma Soap Co., Pharmacopia, and greenSPA™ amenities, AVIVA and WAVE dispensers, Energy Efficient Lighting and Controls, Custom Linen & Towel Re-Use Programs, Green Earth Key Cards, Sleeves and Folders, Energy Management Systems and Controls, High Performance showerheads, , Zero Odor, and dozens of other products and programs. For more information, please visit www.pineapplehospitality.net, or call us at 636-922-2285.

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