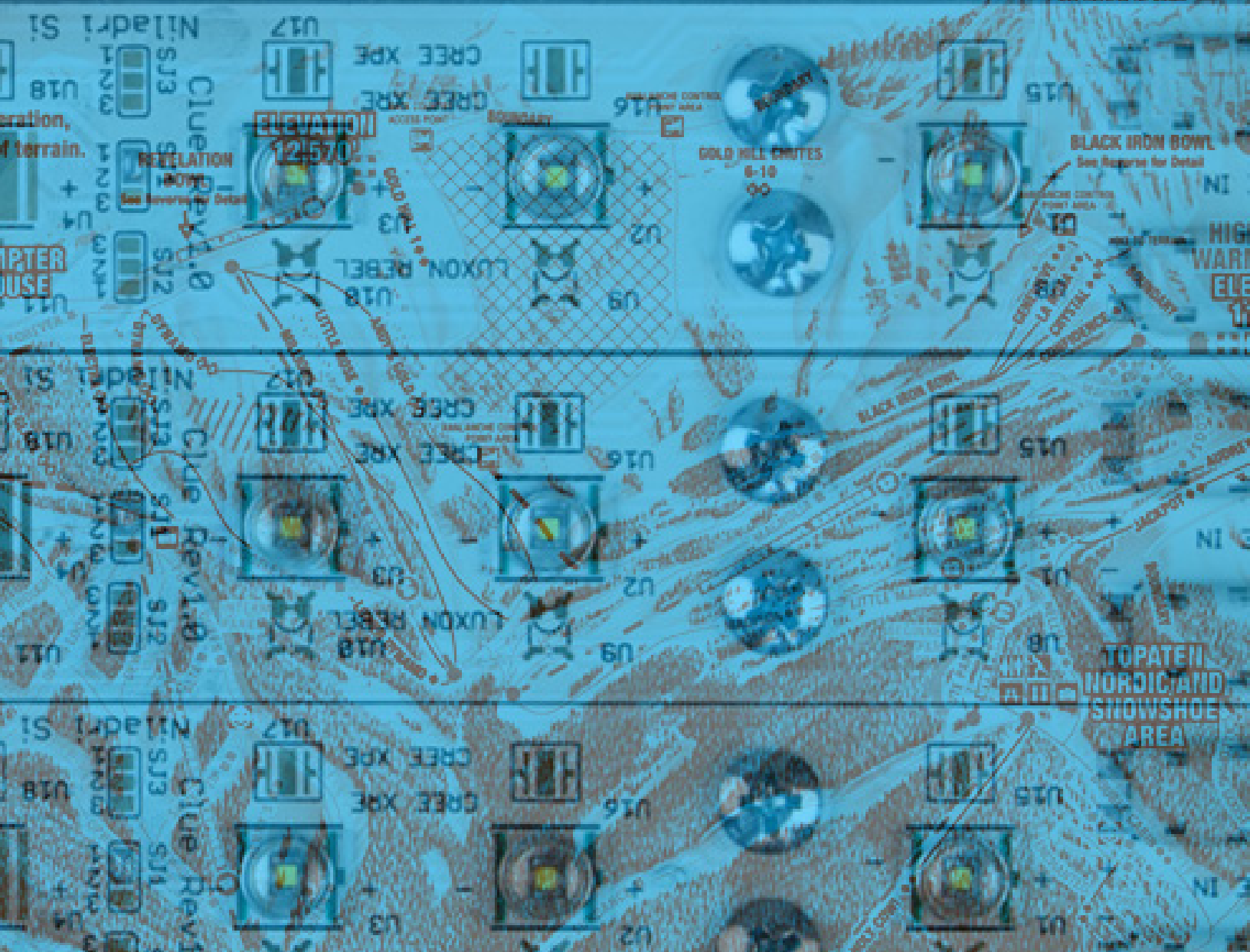


PALMYRA PEAK
13,320'

See Reverse for Detail



SWANKY SKI RESORT SHOWCASES LED LUXURY

"With LED lighting and Eco-Smart's high quality retrofit solutions, we were able to take another step towards reducing greenhouse gas emissions and being financially responsible citizens."

-Steve Wickum, Master Electrician, Mirage Electric

SETTING:

Parking structure, Gerald R. Ford Hall, Beaver Creek, CO.

HEROES & VILLAINS:

Eco-\$mart 27W lin.4//REC LED bulbs replace 188W high pressure sodium bulbs.

MORAL:

180 lights retrofitted for an 81% reduction in energy use.

UNIQUE MOTIVATION:

Increase responsibility toward the fragile alpine ecosystem that sustains the ski resort's economy while better illuminating a large parking structure.

PLOT:

Just because Beaver Creek Resort leans more Ritz-Carlton than camping tent doesn't mean they aren't just as environmentally active. The Rockies have a delicate alpine environment that Beaver Creek recognizes with respect by using Eco-\$mart's LEDs in their parking structure. And although reducing energy consumption to show consideration for the mountains was the most important aspect of the project, it doesn't hurt that the LEDs emit a cleaner, snow-white light, hyping skiers and riders before they even hit the slopes.

