



H. Grey Supply Co. brightens up (and saves) with LED lighting upgrades

After discovering a lighting problem in their community-friendly store, a small business worked with National Grid to save.

If you're looking for a modern general store in Cazenovia, New York, just head down the street from the historic Brae Loch Inn to a bright new place run by the Inn's founder's grandson, Travis Barr.

Along with his partner Alex Altomonte, Barr opened H. Grey Supply Co., a delightful mixture of a cafe, boutique department store, self-care oasis, and social space. "We really strive to make sure that when you're in here, you're having a great time," says Barr. H. Grey Supply Co. sells slippers, candles, mocktails, and flake sea salt—most anything you need.

There was just one problem after they opened in the spring of 2021: Lighting.

"There wasn't enough," Barr says. The store's one front window, though large, could not make up for its lack of any other windows at all. "Our products need to be displayed under beautiful light!"

Brightening a Store's Experience with National Grid

Barr and Altomonte reached out to a National Grid vendor who specializes in sustainable energy efficiency upgrades. Together, they worked through an assessment, walk through, and plan that would make the store more energy efficient, while also making the space look larger, brighter, and better than ever.

To decide on upgrades, the National Grid vendor created a list of things that could improve and replace things that were wasting energy. "They were so knowledgeable and so thorough," Barr says. "We loved the team that did our energy assessment and the revamp. They were honest and transparent, and I found I could trust them and their expertise. It was an amazing experience."

Incentives and Results with National Grid

New LED lighting around the store's sign and storefront created a warm, welcoming impression. And new LED lighting systems throughout the store, lounge space, coffee bar, bathroom, and employee areas made the environment feel well-lit and homey —while also maximizing energy-saving opportunities. Additional lighting controls made the system "smart" and adaptive, yielding additional energy savings.

Taken together, the lighting upgrades will help H. Grey Supply Co. save an estimated \$5,000 on their energy bills annually. Even better, incentives covered 72% of the upgrade costs.

"It was an amazing experience," Barr says, glowing in the new light of his happy store.



Project Scope and Results
Interior and Exterior LED Lighting and Lighting Controls

PROJECTED ENERGY SAVINGS (KWH):

35,000

ESTIMATED ANNUAL SAVINGS ON ENERGY BILL:

\$5,000

PERCENT OF PROJECT COSTS COVERED BY NATIONAL GRID INCENTIVES:

72%

READY TO LEARN HOW YOU CAN IMPROVE YOUR BUSINESS WITH HELP FROM NATIONAL GRID?

Request your no-cost energy assessment today at ngrid.com/spotlight

nationalgrid