



Lighting Project at Furniture Store Exceeds Energy-Efficiency Expectations

With several locations in the Boston area, Jerusalem Furniture is a family-owned company that has been selling furniture and home goods for more than 40 years.

“I love waking up every morning and coming to work. Our father started the business, and we learned how to run it from him,” said Mustafa Naidjate, president of Jerusalem Furniture. “Here at Jerusalem Furniture, we’re all about family and are very passionate about bringing beauty and comfort to our customers’ homes.”

With approximately 12 full- and part-time employees, the company has plans to expand to other areas of Massachusetts. Exploring solutions to reduce costs, Naidjate contacted National Grid to see if energy efficiency could be improved at two of their locations.

Having worked with National Grid in the past, they knew the process. National Grid conducted a no-cost energy assessment and recommended they convert their showroom lighting to LEDs. It was estimated the conversion would help them save nearly 50% on their energy costs.

The two-phase project cost \$23,101, but special COVID incentives available at the time from National Grid covered both projects at 100%. The standard incentive is usually about 70% of the cost of a project of this nature.

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Mustafa Naidjate, president of Jerusalem Furniture



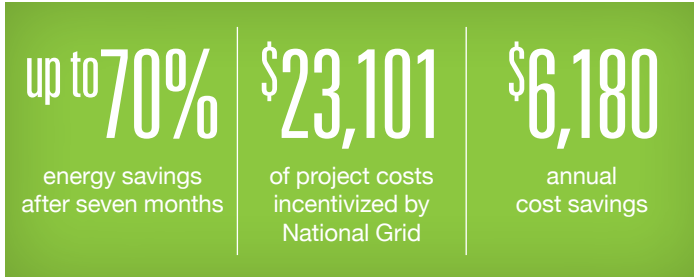
LED lighting not only reduced energy consumption at Jerusalem Furniture, it brightened the showroom and enhanced the look of the furniture.

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“Our experience of working with National Grid was very smooth from day one, and the project only took two or three days to finish,” Naidjate said. “Not only did it help us save money, but it has really brightened the store and makes the furniture look even more beautiful. The lights are really assisting us in selling our products by making them look nice and bright.”

After the conversions were completed, they saved far more than the original assessment estimate—as much as 60% to 70% after seven months. The total gross kWh savings per year was 42,921, which equates to actual annual cost savings of \$6,180.



“In addition to the savings we got by replacing the lighting, it also helped us reduce the cost of air conditioning because LED lights don’t produce as much heat,” Naidjate said. “It became an unexpected benefit for us.”

Partnering with National Grid has helped Jerusalem Furniture to reinvest in other areas of their business, allowing them to expand inventory, hire more employees and further expand.

“We are so grateful for our partnership with National Grid,” Naidjate said. “They help us save energy, save the environment and save us money.”



The new LED lighting project at Jerusalem Furniture provided as much as 60% to 70% energy savings after seven months.



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