

## Dialight's DuroSite™ Series LED High Bay Fixture LED Conversion Reduces Rockline's Operating and Maintenance Cost, Lowers Energy Consumption to Meet Sustainability Goals

A global, world class manufacturer of premium paper products, Rockline Industries has grown to become a major supplier of private label wet wipes to its Arkansas neighbor, Walmart. As part of its comprehensive sustainability initiative, Rockline has charted an aggressive course to reduce its environmental footprint through more environmentally efficient operations, transparency and integrity.

As part of its program, the company recently replaced its inefficient metal halide fixtures with Dialight's high-efficiency DuroSite LED High Bay luminaires inside its production facility. Not only has the conversion reduced energy consumption and operating costs, but it has also positioned the company to benefit handsomely from energy-saving rebate incentive—to the tune of nearly \$50,000.



Dialight's DuroSite™ Series LED High Bay Fixtures Installed in Rockline's Booneville, AR production facility

### Gentle on Baby's Skin, Consumer's Wallets and the Environment

For more than 30 years, Rockline has built a reputation as a trusted supplier of household paper and non-woven products, including; coffee filters, paper baking cups, baby wipes, personal care and home care wipes, and it's newest line of biodegradable, flushable moist toilet tissue . As the largest supplier of wet wipes in North America, the company is a recognized leader in product innovation—as well as sustainable manufacturing practices. It's line of environmentally friendly wipes are 100% biodegradable and made with 100% renewable resources.

Rockline's corporate sustainability program, Changing Our Environmental Footprint™, is aimed at not only increasing use of sustainable supplies and optimizing the environmental friendliness of its products. The company is also determined to improve its facilities and operational practices to reduce its carbon footprint and environmental impact. With aggressive goals, including a 2% reduction in both energy consumption and greenhouse gas emissions per standard unit of production for 2010, Rockline is committed to "walking the walk" and encouraging its customers, associates, suppliers and communities to join in.



## Cutting Energy Costs, Consumption in Booneville with Dialight

With 15 metal halide fixtures burning 12 hours a day, five days a week in the mixing room, and another 125 ablaze 24/7 in the manufacturing area at its Booneville, AR baby wipes production facility, Rockline's energy consumption was excessive. To improve energy efficiency and reduce total operating costs, the company recently replaced all 140 of the 400W metal halide fixtures in both areas with Dialight's high-efficiency DuroSite LED High Bay fixtures. The new fixtures have



Dialight's DuroSite™ Series LED High Bay Fixture in Rockline's Booneville, AR Production Facility

### Installation Snapshot

- ▷ Number of Fixtures - 140
- ▷ Replaced - 400W Metal Halide
- ▷ Illuminance level - 39.9fc
- ▷ Mounting Height - 18'
- ▷ Air Conditioning Reduction - 10%-15%
- ▷ Payback - < 1 year payback with rebate incentives

not only slashed future energy consumption per fixture from approximately 400W to just 150W per unit, but they have also improved light performance and output, reduced maintenance cost and qualified Rockline a substantial rebate for its energy efficient practices.

"The installation went very smoothly with minimal interruption to our manufacturing process," said Nick Santoleri, Vice President of Manufacturing at Rockline. "The beauty of it is that the new fixtures use all standard plugs, so there was no need for re-wiring during the retrofit."







**Dialight LED Lighting  
Features & Benefits**

- ▷ 80% lumen maintenance after 60,000 hours
- ▷ 79lm/w (LM-79) certified
- ▷ Significant energy savings
- ▷ Instant on/off
- ▷ Maintenance free
- ▷ Mercury free
- ▷ Superior light quality
- ▷ Dark Sky Compliant
- ▷ Simple installation

**Typical Applications**

- ▷ Warehouse
- ▷ Manufacturing
- ▷ Cold Storage
- ▷ Canopy
- ▷ Gymnasiums
- ▷ Tunnels

**Better Performance, Less Maintenance**

In addition to the significant energy savings, the new LED fixtures have also helped to reduce lighting maintenance. When you factor in the cost of renting a lift to reach the 18' mounting height, maintaining the old fixtures was a large expense every year.

With unique highly efficient 11,600 lumens (79lm/w), the Dialight DuroSite Series LED High Bay fixtures combine the latest Cree® XLamp® XP-G LED, precision optics and next generation thermal management practices. The long-life performance of the new Dialight LED fixtures means that Rockline can now expect to get as much as 10 years of life out of each fixture - with the first five covered by Dialight's no-cost replacement warranty.

The company and its employees are both pleased with the significant temperature drop inside the manufacturing facility as a result of the new LED fixtures. Without the excess heat generated from the metal halide fixtures, Rockline's HVAC engineers have noted a 20-ton (10% - 15%) reduction in air conditioning demand to maintain comfortable temperatures inside the facility - an additional energy saving and sustainability benefit for the company.

"Employees have noticed that it is cooler, and they like the light produced by the LEDs better than the old lights," Santoleri said. "It's not only more uniform, but the crisp white light is easier on the eyes."

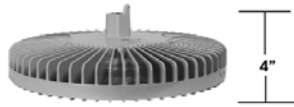
*-Nick Santoleri, Vice President of Manufacturing at Rockline*



Traditional High Bay fixture



Dialight's DuroSite LED High Bay fixture





In an area prone to severe weather and the associated power outages, the instant-on feature of the DuroSite fixtures is also a significant benefit to both worker comfort and safety. And, the fixtures tend to generate less static, eliminating the light distortion that can occur with even minimal dust accumulation on traditional metal halide units.

### Annual Rebates Add to LED Benefits

As a result of its energy-saving initiatives, which included the Dialight DuroSite retrofit, Rockline is qualified and has already applied for a substantial \$48,000 energy-savings rebate through American Electric Power's Southwestern Electric Power Company.

“The energy and cost savings combined with the opportunity to receive the energy efficiency rebates has made the conversion to LED lighting a substantial part of our sustainability efforts,” Santoleri said. “We’re already looking to convert other areas where safety and color rendering are just as important as energy efficiency, including our building exterior and truck loading area.”



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