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In the history of engineering and architecture, there has remained one constant that defies change. It's the ultimate pursuit of perfection over all reason related to practicality. It's validation of one's purpose, censorship of one's fears and it puts one in denial of one's need to make a decision.

A designer considering a lighting energy conservation retrofit looks at all facets of the space – height, volume, surface reflectances, fenestration and its seasonal contributions, color, human occupancy and task, and so forth. He anticipates electrical power requirements: load, power factor, voltage, voltage drop. Also considered is maintenance: luminaire dirt depreciation, lumen depreciation, lamp life. How are HVAC loads affected with reduction in luminaire power loads? Luminaires are reviewed for applicability to addressing task function, architectural aesthetics, and cost.

Here's where the designer starts digging deeper. Things like ballast factor, squeezing one more lumen out of a lamp versus how the lamp life is affected – how many switching cycles are involved per day? How does that annualize? Should HID eccentricities such as restrike time, inrush current, color shift, "spontaneous disassembly", heat, etc. all be ignored? What about the advantages of fluorescent? Should fluorescent sources' apparent disadvantages such as ambient temperature performance be considered? Are these real? Do I want to be the first to find out? Should I wait until someone else has a successful experience with a system?

Pretty soon manufacturers have put mockups in place, reps have supplied a myriad of samples, distributors have called repeatedly on the customer, the contractor is chewing his nails over schedule starts/stops, and still the designer is undecided. He thinks "let's look at the impact of the system if we reduce use by 3%, or if we go to half-shifts on the night shift". He starts all over and the project drags out.

He has "**Analysis Paralysis**".

In the meantime, power is consumed by the old inefficient system, potential utility incentives are delayed, productivity in the workplace hasn't improved, nor has workplace safety. Luminaire prices rise, and with the cost of living going up every month, the contractor's bid rises after each 30 day period passes. But, the designer reasons, I might save up to \$200.00 annually in power if I can just..." However, the project delay has caused \$12,000.00 in bid increases due to the rising labor costs, \$20,000.00 in excessive energy has been used by the old system and maintenance is still required on the old system, resulting in over \$40,000.00 spent while attempting to justify a \$200.00 savings in design.

Luckily there is a cure for Analysis Paralysis. It's called action. Designers should step back and look at the bigger picture. Time's a-wastin'. Select a product and move on. Make a decision!

Call now. Operators are standing by.