



Keystone Lights Up New Warehouse for DAS

The Challenge:

Dynamic Advertising Solutions (DAS), a Philadelphia and Washington-based promotions and branding specialist, takes pride in creating “bespoke swag” for its many clients, which have included Hello Fresh, Turner Construction, and the Philadelphia Four Seasons Hotel.

“We’re a concierge-style promotional product partner, assisting our partners with creative ideas, raising brand awareness, and helping them recognize and reward their teams,” says President/CEO and Co-Founder Andy Langsam.

When DAS decided to move into a 32,000-square-foot warehouse in northeast Philadelphia, the company wanted to create a distinctive storage and office facility that would allow them to consolidate their merchandise, including apparel, distinctive drinkware, point-of-purchase displays, and tech accessories.

The 1905 warehouse needed upgrades on its plumbing, HVAC, and lighting, among other systems. With the help of an energy consultant, DAS set out to make the building more energy efficient, user friendly, and cost effective, selecting Keystone Technologies lamps and accessories to help meet their goals.

PRODUCTS USED:



High Bay Fixtures

KT-HBLED215-2F-850-VDIM-P
KT-HBLED175-2F-850-VDIM-P
KT-HBLED90-2F-850-VDIM-P

Smartloop Sensor for High Bay
KTSL-HBFC1-UV-KO-PIR



Linear LED Wraps

KT-WLED33-4-8XX-VDIM-P
KT-LED18.5T8-48GC-850-DX2

The Solution:

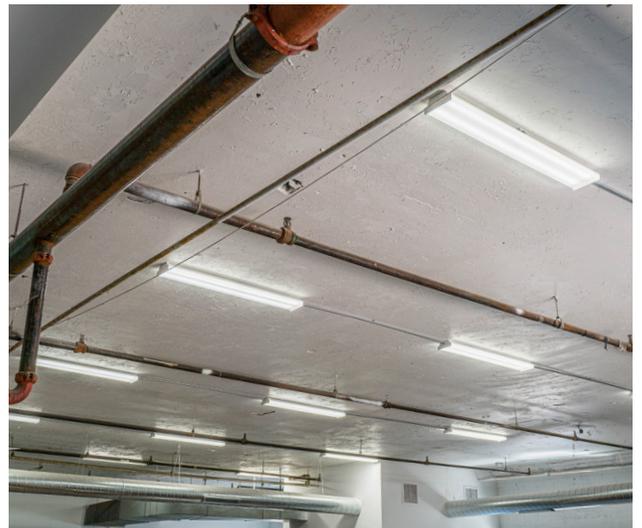
The original warehouse lighting was a particular concern. The existing lighting was old and dilapidated, and the space included metal halide high bay fixtures that were buzzy and inefficient. They were replaced by Keystone LED high bays and wraps.

In addition, the project made use of Keystone's SmartLoop wireless control technology, which added significantly to energy savings.

BEFORE



AFTER



Before the upgrade, the lights—besides being energy hogs—would stay on if nobody physically shut them off. With SmartLoop high bay sensors, individual fixtures can be grouped to go on at the same time when triggered by motion, programmed to dim automatically, be fine-tuned for time delays, and shut down completely when the space is unoccupied.

The Result:

The combination of LEDs and SmartLoop has helped the project produce great economic benefits, says Langsam. They include:

Powerful **Economic Benefits**



A Solid Payback.

“The reasons we did this was 100% economics,” says Langsam. “We’re more efficient, more environmentally friendly, and more conscious of our energy consumption.”

with SMART **LOOP** **59% Total Energy Savings**

Reduced Energy Consumption.

The LEDs alone will produce energy savings of 47% over the previous legacy lighting. The addition of SmartLoop will bump that up to 59%.

Less Cost in upkeep



Lower Maintenance Expenses.

With their long life and dependable output, Keystone LEDs will save maintenance costs over legacy fixtures.

Langsam, who has used Keystone in some of his residential projects as well, cites the company’s reputation as another plus.

“Keystone is responsive and helpful for whatever I need,” he says.

He’s looking forward to seeing his new bottom line.

“I’m really pleased with how the project went,” he said. “It’s a great investment and will reward us for years to come.”