



SMALL BUSINESS REAPS BIG RESULTS

SALON EXPERIENCE AND COLOR CONSISTENCY IMPROVES WITH TOGGLED LED LIGHTING UPGRADE

About Aria Salon

Owners Dmitry Pomogalov and James Orlando of Aria Salon in Grosse Pointe, Michigan were looking for the optimal lighting solution to improve color rendering and create a more comfortable environment for their clients.

Their challenge

"As small business owners, we're always looking for cost and energy efficiency, that doesn't cut the customer experience," says Pomogalov. The Aria owners also wanted an eco-friendly alternative to fluorescents.



We provide a better experience than what we had and it costs us way less

Dmitry Pomogalov, Co-owner
Aria Salon



Our solution

Aria Salon retrofitted existing fluorescent fixtures and installed Toggled LED lighting to improve color rendering. "We can get a true color with LED lighting, better than we can with fluorescent" says Orlando.

Results

"We provide a better experience than what we had and it costs us way less." says Pomogalov. After retrofitting to Toggled LEDs, Aria saw an almost 50% reduction in energy costs. They have also successfully reduced their environmental footprint by decreasing energy consumption and using mercury-free lighting.

LEFT: New Toggled LED tubes retrofit Aria Salon's fluorescent fixtures. TOP: Owners Dmitriy Pomogalov and James Orlando of Aria Salon. BOTTOM: Satisfied hair color client.