

# Under Armour Upgrades Facility Lighting to Boost Energy Performance

Under Armour knows a thing or two about performance. Founded in 1996 by former University of Maryland football player Kevin Plank, the Baltimore-based company specializes in sports apparel engineered to enhance athletes' comfort and performance. Under Armour applies that same discipline to operating its own facilities. With the help of the BGE Smart Energy Savers Program<sup>SM</sup>, the company recently completed lighting upgrades in two distribution houses, a move that both enhances Under Armour's energy efficiency and improves the working environment for its employees.

## The Opportunity

Under Armour operates two 300,000-plus-square-foot distribution houses in southeast Baltimore, where "teammates" perform order fulfillment for distribution to customers. The company's "UA Green" initiative challenges teammates to build and deliver the world's greatest performance gear with minimal environmental impact—without sacrificing performance. When it comes to facility operations, supporting this mission means looking at ways to use resources—and energy—more efficiently.

Gary Giordano, Under Armour's senior manager of distribution engineering, and his team were exploring new lighting options to replace the existing 456-watt metal halide fixtures in one of the facilities when he learned about BGE's Smart Energy Savers Program<sup>SM</sup>. "We were selecting an array of fixtures and testing them out in our facility," Giordano says. After hearing from his BGE account representative about the financial incentives available to businesses for energy-efficient building upgrades, he says, "It didn't take long for us to move forward."

## The BGE Solution

Working with BGE, Under Armour tried out half a dozen fixtures before settling on energy-efficient T5 technology. "Obviously, we didn't want to select a fixture that wouldn't qualify for the incentives, so BGE guided us through the process," Giordano says. Under Armour ended up installing 373 4-lamp high-bay T5s and 72 2-lamp high-bay T5s in one



(Left) Gary Giordano, Senior Manager of Distribution Engineering, and Jim Artuso, Sustainability Project Lead, Under Armour

## Savings at a Glance

### Program: Energy Solutions for Business

Under Armour used BGE incentives to install energy-efficient lighting fixtures and occupancy sensors in two distribution houses in Baltimore.

Project energy savings:	<b>28% annual kWh savings</b>
Incentives paid:	<b>\$88,490</b>
Payback:	<b>Less than 1 year</b>

**“BGE incentives can be used for a variety of upgrades including lighting, variable frequency drives, and customized projects. When you factor in the available incentives, along with the significant savings in operating costs, this type of project becomes very attractive from a return-on-investment perspective.”**

**—Gary Giordano**  
**Senior Manager of Distribution Engineering**  
**Under Armour**

facility’s processing and storage areas. At its second facility, the company put in 432 fixture-mounted occupancy sensors to provide greater control over the operation of the existing high-efficiency T5 lighting fixtures. BGE incentives saved Under Armour nearly 50% of the total retrofit cost.

### The Benefits

Giordano cites a variety of benefits associated with Under Armour’s lighting retrofits. First, the projects readily aligned with the company’s UA Green corporate mission, reducing energy consumption while improving lighting quality and the working environment for the Under Armour teammates who staff the distribution warehouses. “Those metal halides used to generate a substantial amount of heat,” Giordano says. “The decrease in ambient heat from our new T5s results in a more comfortable working environment, especially during the summer months.”

The BGE **Energy Solutions for Business Program** provides financial incentives and technical assistance to help commercial and industrial facilities maximize energy efficiency and reduce costs. Financial incentives cover up to 50% of the cost for retrofit projects and up to 75% of the incremental cost for new construction and replacement of end-of-life equipment. For more information, visit **BGESmartEnergy.com**.



*Under Armour’s Baltimore distribution house*

Second, the projects’ 28% reduction in kilowatt-hour (kWh) use per year will generate ongoing energy savings for years to come. The financial incentives from the BGE Energy Solutions for Business Program—\$88,540 worth—and the less-than-1-year payback on the investment made a compelling business case for the upgrades. And the increased lamp life and decreased maintenance costs further reinforce the financial benefits.

Plus, Giordano says, “Working together with our partners like BGE to develop these solutions reminds us that there is always continuous improvement to be made.” Clearly, Under Armour is committed to practicing what it preaches.

Bill Wolf, BGE’s manager of Industrial & Commercial Energy Efficiency Programs, adds, “With a variety of energy efficiency programs available to Maryland businesses large and small, BGE’s Smart Energy Savers Program<sup>SM</sup> can provide the technical assistance and financial incentives to help almost any business save energy and improve its bottom line.”



*Under Armour’s 1010 Swan Creek Drive facility installed new lighting and occupancy sensors*

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