

ELS CASE STUDY

PROASSURANCE CORPORATION

QUICK FACTS

- **Project Name:** ProAssurance LED Retrofit
- **Location:** Brookwood Pl., Birmingham, Alabama
- **Gross Square Footage:** ~173,000



PROJECT DESCRIPTION

ProAssurance Corporation, headquartered in Birmingham, Alabama, is a property and casualty company that sells professional liability insurance to doctors.

In 2015, ProAssurance contracted with Energy Lighting Services to retrofit all of the interior lighting at their Alabama HQ to LEDs. The staff was very pleased with the transformation from an aesthetics perspective. The executive and facility management teams were thrilled with the financial benefits.

The project had a 34% return on investment (ROI) and a \$262,248 net present value (NPV). Retrofitting to LEDs cut their energy consumption by 73% on their lighting system, saving them nearly 600,000 kWh annually. Energy Lighting Services also secured \$22,300 in incentive money for the project, providing a simple payback period (SPP) of 37 months.

Energy Lighting Services

ENVIRONMENTAL IMPACT

This energy efficiency project created a very favorable environmental impact. Not only did they save \$60,350 per year, they reduced their carbon footprint as well. The comparable metrics are as follows:



10,510 tree seedlings grown for 10 years



86 passenger vehicles driven for 1 year



406 tons of carbon dioxide gas

KEY PROJECT RESULTS

Total Cost w/o Incentives	Financial Incentives	Net Cost of Project	Projected Annual Savings	Simple Payback Period	Return on Investment
\$222,986	\$22,300	\$200,686	\$60,350	37 months	30%
Annual Energy Use			Annual Energy Reduction		
Before Project: 791,970 kWh After Project: 214,939 kWh			73%		