



Lighting a New Journey for Bert's Bikes and Fitness

An independent cycling company teamed up with National Grid for brighter, more efficient lighting in a new location.

When Bert Dunn opened Bert's Bikes in 1972, the location wasn't glitzy—in fact, the business was located in his family's garage. Quickly, Bert's became synonymous with cycling culture in Buffalo, New York. Today, Bert's Bikes and Fitness serves customers at 10 locations across upstate and central New York as well as Erie, Pennsylvania.

A lot has changed about bikes—and Bert's—since 1972. (Leadership has passed through three generations of Dunns, for one.) A lot has changed about energy use since 1972, too. Which is why Bert's recently teamed up with National Grid to upgrade its lighting systems.

Lighting Up Bert's Bikes with LEDs

The Bert's Bikes and Fitness location in DeWitt, New York, was facing a common issue for small businesses: poor visibility. With the help of National Grid, Bert's upgraded its lighting to new LED fixtures, brightening the store and providing other less obvious improvements.

After receiving an energy efficiency assessment at no additional cost, Bert's was able to move forward with the upgrades. "There was a lot of communication back and forth to figure out the best project scope and timeline to get the project done," says Benji Cooper, manager of the DeWitt location.

Work was completed in three days. LED bulbs emit the same brightness as traditional bulbs, while using 90% less energy. Inside a business, interior LEDs offer quality, customizable lighting for customers and employees. And outside, LEDs can improve safety, visibility, and curb appeal.

"The new LED fixtures pump up the brightness of the whole building," Cooper says. "The bikes look even more beautiful than ever."

Building Long-lasting Improvements for the Future

The new look is great—but LEDs offer other benefits behind the scenes. "The biggest intangible benefit is that we don't have to maintain the system," Cooper says. LED lighting is efficient and long-lasting, saving building managers many hours of maintenance per year.

Bert's is brighter than ever. Happier employees and customers translate to a real boost for the business. "Everything we do at Bert's is aimed at helping customers continue on their journey, whatever that journey may be," Cooper says. "National Grid has been a huge part of our journey to open a market in Syracuse."

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