

## Success Stories



# Lighting Controls Manufacturer Adds Lower-Cost Models with Energy-Saving Latching Relays

*Focus on customer needs, expert technical support and prior experience with product reliability won the new lighting control system bid.*



### Client Profile

The client is a major player in the lighting controls industry focused on maximizing energy savings for their customers. To grow their business in tight economic times, a new commercial lighting system was planned that would polish their reputation for innovation and value.

### Situation

The energy savings in the client's lighting controls comes from using a [latching relay](#). Latching relays are ideal for circuits designed to stay energized for hours at a time because once a minimum pulse voltage is applied to the relay coil to set the latch, power to the coil terminals can be removed. It uses no standby or driving power when latched. A properly applied second minimum pulse voltage resets the latch, causing the relay to de-energize. Latching relays provide dramatic power consumption savings versus traditional non-latching relays which require a continuous voltage applied to the coil terminals.

The client's standard product uses an Omron 10A latching relay. With years of reliable product performance and satisfaction with support and service, they invited Omron to bid on the relays for a new, more cost effective lighting system.

The customer considered two latching relay models for the new lighting control system scheduled for release Fall 2010: the same relay used in the standard model with a resistive load rating of 10A @ 250VAC or a model with 5A @ 250VAC load rating. They needed a minimum cost reduction of 10% versus the latching relay used in the standard lighting control system. Also, two key competitors were invited to bid on this business.

### Solution

Samples of the 5A latching relay were sent to the customer for evaluation. Technical information and design support was required since the relay could experience loads above 5A for a very short time period to meet special circuit conditions. Although the customer could utilize the 10A latching relay, the 5A model was far more cost effective and did satisfy their special amperage concerns.

### Results

Omron was awarded the latching relay business for the client's new lighting control system using the 5A model in June 2010.

The key to winning this business was years of solid performance by Omron's 10A latching relays, a strong focus on the customer's priorities, and solid team work from technical support to manage special amperage concerns with new lighting control system.