

For Vertical Screen, Green Standards Mean Platinum Certification



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GOING THE EXTRA MILE

When the Vertical Screen family of applicant screening firms first set out in 2007 to build a brand new Philadelphia-area corporate headquarters building, they wanted to invest in a workplace that could fully meet their needs, both now and in the future.

First and foremost, employees had to be able to work comfortably and productively. The company had outgrown its previous building, and to say that it was time for a change would be an understatement. “We

were late in the game in getting a new facility,” says Vertical Screen CEO Tony D’Orazio, “People were stacked everywhere; we were extremely uncomfortable.”

From there, most companies would have followed a standard new construction project plan. But then again, Vertical Screen isn’t “most companies.” They didn’t want to just meet basic standards; they sought to achieve the highest of standards—LEED Platinum Certification, to be exact, which is the highest sustainability

designation granted by the U.S. Green Building Council.

“ [Element Vision] conforms to the way our folks work. ”

Tony D’Orazio, CEO, Vertical Screen

The way Vertical Screen saw it, this wasn’t overachieving; it was just being smart. “When you look at energy use statistics,” says D’Orazio, “you realize that office buildings consume huge amounts of Earth’s limited resources. We wanted to mitigate our impact on



the planet, so we aimed to be as sustainable as possible. We figured we could either do things according to code, or we could do something more, something special.”

So, they committed to their mission 100 percent, using rapidly renewable materials to build a truly green space. They were also savvy enough to know that a sustainable building would be appealing to their stakeholders. “Most of them are interested in sustain-ability,” says D’Orazio, “So it was not only a good decision, but an easy one, too.”

SPOTLIGHT ON LIGHTING: ELEMENT VISION SHINES THROUGH

Vertical Screen’s high standards applied to lighting, perhaps more than any other area. Since lighting accounted for more energy use than anything else in Vertical Screen’s building did, their choice of lighting solutions had to be highly sustainable, in addition to being ergonomic. They came to the conclusion that a combination of lots of daylight, individual task lights

and lowered ambient lighting would be the best way to provide individual control for their employees while still being sustainable and energy efficient.

Starting with a completely unbiased slate, Vertical Screen brought in task lights from several different manufacturers, and had a select group of their employees—who would be using the lights every day—vote on their preferred solution. Humanscale’s Element Vision quickly arose as the clear, unanimous favorite. The voters chose Element Vision primarily because it’s exceptionally sustainable (specifically citing its high-performance LED and its occupancy sensor, which turns the light off when the user leaves the area), but also because of its excellent adjustability.

Since having Element Vision installed, the employees have been so thrilled with their new task lights that Vertical Screen has now standardized on Element Vision throughout the company—everyone has one, if not two, of the lights.

“Element Vision dovetails nicely into our goals of user controllability,” says D’Orazio, “In other words, it conforms to the way our folks work.”

A WISE INVESTMENT PAYS OFF

Vertical Screen is already reaping the benefits of their tremendous foresight, careful planning and hard work. In fact, having been in the building just six months now, the new headquarters building is already using approximately 65 percent less energy than a typical building built to code.

“In the end,” says D’Orazio, “we hit all our major objectives. Everyone’s very, very happy.” And why shouldn’t they be happy? After all, considering that Vertical Screen’s newly LEED Platinum Certified headquarters building achieved the highest LEED Platinum score in Pennsylvania and one of the highest LEED Platinum scores in the country, it would seem they have plenty to be happy—and proud—about.

A highly sustainable, adjustable and intelligent LED task light, Element Vision utilizes cutting-edge advancements in MCX LED Technology to produce a broad footprint of true-color, glare-free 3000K illumination that casts only one shadow. In addition to seven levels of dimmability, Element Vision features a Color Rendering Index (CRI) of 89 and an innovative Passive Infrared (PIR) motion sensor that turns the light on or off when the user enters or leaves the area.
