

CMP's Lighting Connection

Bright ideas to improve your bottom line

Central Maine Power Company, 83 Edison Drive, Augusta, Maine 04330

Win a \$2,500 Lighting Makeover for Your Business



Over the past three years, CMP and our partners, Rockingham Electrical Supply and Lightolier, have provided three Maine businesses with a comprehensive makeover of their lighting systems. And again this year, we'll choose another business to receive **\$2,500** of new lighting equipment to meet its specific lighting needs. We'll feature the winning business in our quarterly newsletters throughout the year — as the lighting improvements are completed.

Better, more efficient lighting can improve productivity, safety, and sales. It will impress customers and employees alike. But the biggest benefit is the significant boost that the right lighting can give your business — and your bottom line. Take it from our previous winners.

The Bowdoinham Country Store replaced their old T12 fluorescent lighting with a new energy-efficient T8 system with prismatic lenses.

The result: Brighter light, better color, and less glare make shopping easier.

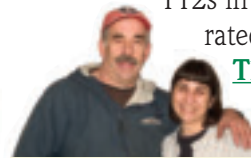


“One customer actually thought we completely remodeled the store when all we had done was change the lighting. It was truly amazing how much better everything looked under the new lights. Upgrading the lighting was one of the best things I've done for my business. Now that I've seen the results, I would have done it even if I didn't win the contest.”

— *David Skelton, Owner
Bowdoinham Country Store
Bowdoinham*

Salmon Falls Restaurant and Golf Club upgraded outside lighting, added landscape lighting, and replaced the T12s in the kitchen with a food service rated T8 fluorescent system.

The result: Improved security, safety, and business visibility.



“It's given us great peace of mind having improved security lighting. It's safer for customers and employees. Along with the landscape lighting, it enhanced the appearance of the property, too.”

— *Sue Bell, Owner
Salmon Falls Restaurant and Golf Club
Hollis*

Pen-Bay Glass replaced old T12s and metal halide fixtures with a high-output T5 system in the workshop and louvered T8s in the showroom.

The result: Bright, even, and glare-free lighting makes it a more comfortable and productive space for employees.



“Before we upgraded the lighting, our workers did not look forward to coming back to the shop to do their glass cutting and other prep work to prepare for the next day's jobs. Now they get back here as fast as they can. The lighting has made a big difference.”

— *Caroline Hooper, Co-Owner
Pen-Bay Glass, Rockland*

Ready to makeover your lighting?

The Business Lighting Makeover Team is ready to tackle a new set of lighting problems. Lighting technology is improving all the time, so whatever the lighting problems, there are lighting systems to address them.

The result: Another Maine business seen in a whole new light!

Three different businesses with different lighting opportunities — all solved by a lighting makeover courtesy of CMP, Rockingham Electrical Supply and Lightolier. **Your business could be next!**

Picture
your
business
here!

Here's a sample of what you get from a CMP Lighting Makeover

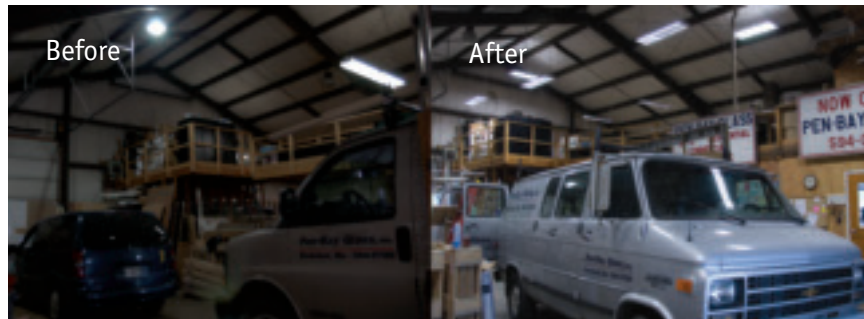
2005 CMP's Lighting Makeover Winner:
Bowdoinham Country Store, Bowdoinham



2006 CMP's Lighting Makeover Winner:
Salmon Falls Resort & Golf Club, Hollis



2007 CMP's Lighting Makeover Winner:
Pen-Bay Glass, Inc., Rockland



2008 CMP's Lighting Makeover Winner:
YOUR BUSINESS!

before...

Ineffective, inefficient, and inadequate lighting

after...

Effective, efficient, brand new lighting that will help your business or organization achieve success

Enter the Lighting Makeover Contest today. Here's how:

Use the enclosed form to tell us about your lighting and why you want to improve it. How do you think a lighting makeover will help your business or organization? If you prefer, enter online at: www.cmpco.com/YourBusiness/workingforyou/businesslighting/default.html.

We'll consider interior or exterior lighting projects, or both. We'll review the existing lighting, the reasons you give for wanting to change it — and the likelihood a makeover will result in significant improvement for your business. In your entry touch on these things, and add anything you think we would find relevant or interesting.

Mailed entries must be postmarked by **March 10, 2008**. Online entries must be received by **midnight, March 10, 2008**. The complete rules can be obtained at: www.cmpco.com/YourBusiness/workingforyou/businesslighting/contest_rule.html, or by calling **1-800-649-1169**.

Our Grand Prize Winner will receive **\$2,500** of lighting equipment and a custom Lighting Makeover Plan to meet your business objectives.

CMP Lighting Experts are here for you and your business.

For more information and FREE lighting advice, call our Lighting Experts today at **1-800-649-1169**.

Craig Baranowski, CMP Lighting Expert, has helped hundreds of Maine businesses improve their lighting and their bottom line. Are you next? Give Craig a call today.



**in the
SPOTLIGHT**

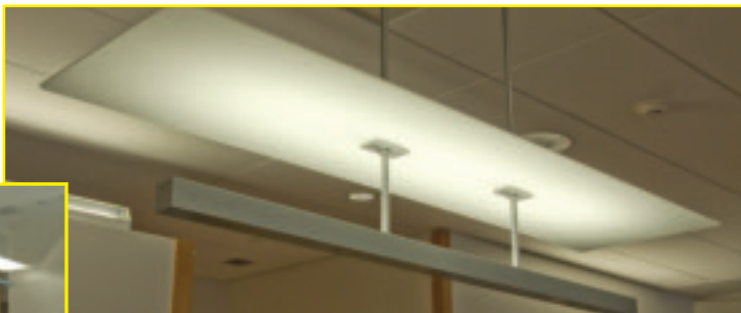
The Harold Alfond Center for Cancer Care in Augusta opened in July 2007. The center has the latest technology for treating cancer. It also has the latest lighting technology. The lighting was designed to make patients feel comfortable and to ensure that the staff can perform at their best.



The main lobby features custom-made hanging fixtures that add a touch of elegance to welcome patients. These fixtures are used in other waiting rooms, too. Note the reflectors that provide indirect lighting.



The linear accelerator room where patients receive radiation treatment has unique star field ceiling lighting to help patients relax. Recessed fixtures with dimmable CFLs (compact fluorescent lights) provide brighter lighting when needed. The control panel for the accelerator also includes controls for the room lighting.



Indirect fixtures over the reception desks reduce glare for a more comfortable work environment. These fixtures use a single linear T5 lamp enclosed in the lower metal rectangular component that reflects on the upper part of the fixture.



Mini pendants using CFLs add a decorative touch at the nurses' station in the oncology treatment area and they provide good lighting for the counter and area tasks.



Flexibility in lighting can help one room serve multiple purposes. In the main conference room, louvered fixtures using two T5 lamps have separate switches to provide either up or down lighting — or both as pictured — depending on the need.

ASK the LIGHTING EXPERT

Q *Sometimes I see fluorescent lighting with plastic covers or louvered covers, and sometimes there are just bare bulbs in the fixture. Which is better?*

A The fixture covers are called lenses and louvers. There are several reasons to use a lensed or louvered fixture instead of a bare bulb, including:

- Light diffusion
- Glare reduction
- Lamp and fixture protection
- Shielding the lamp from direct view
- Customizing the light distribution
- Enhancing the appearance of the fixture

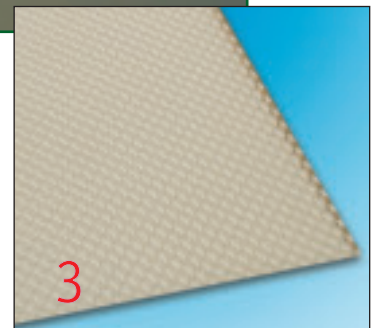
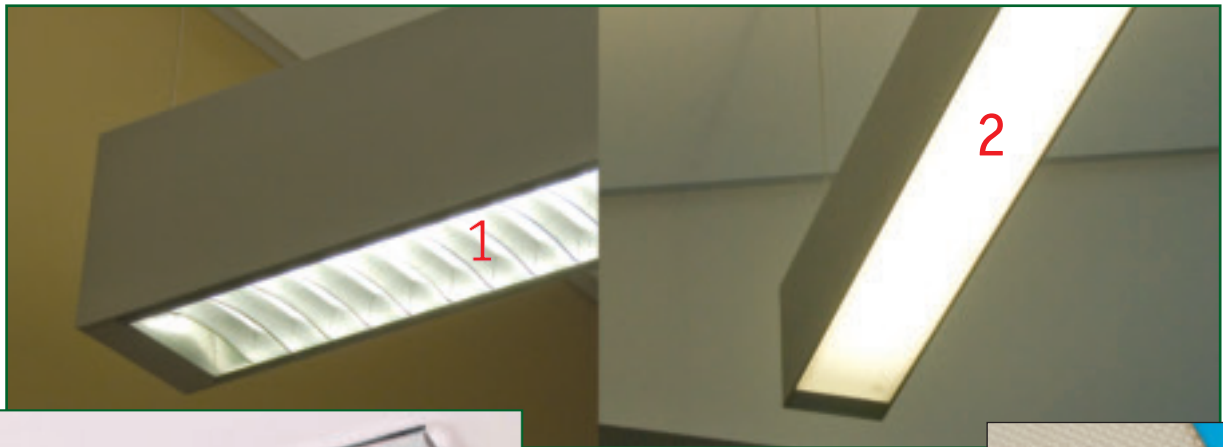
So how do you know what kind of lens or louver to use? Solid lenses made from clear plastic deliver the most light output, while louvers usually provide better glare and direction control. Here is more information on some common types.

(1) Louvers are very good at reducing glare and directing light downward. Parabolic louvers are especially effective in directing light down. They have an open grid pattern with parabolic reflectors in each cell of the grid. For all louvers, the size and depth of the cells will affect the light output and distribution.

(2) Solid thermoplastic lenses are excellent for diffusing light for even illumination and blocking lamps from direct view. These are often a white or clear plastic material with a flat finish.

(3) Prismatic lenses are molded with a pattern of small refractive elements on one side for superior light diffusion and glare reduction.

More light comes out of an open fixture, but lenses and louvers allow more control of the light output. And they can be used to dress up fixtures, too. Most lenses and louvers can be easily custom-made to fit most existing fixtures. Look at your space, consider the environment, and then make your choice. If you have questions, give us a call at **1-800-649-1169** today!





Lighting Makeover Contest Entry Form

Please provide all the information requested below. Fields marked with an asterisk are required for entry. To enter online instead, go to www.cmpco.com/YourBusiness/workingforyou/businesslighting/default.html. For a complete copy of the contest rules visit our Web site at www.cmpco.com/YourBusiness/workingforyou/businesslighting/contest_rule.html, or call 1-800-649-1169. Entries must be received by March 10, 2008.

*Name of business or organization _____

*Contact person _____

Title _____

*Phone _____ E-mail address _____

Business or organization Web site _____

What does your business or organization do? _____

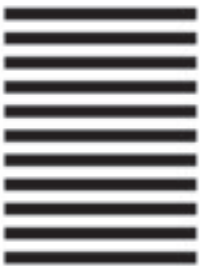
*Tell us about your existing lighting _____

Please continue on back

Fold here — this side out & tape top and ends

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