

smart power™

# The Lighting Connection

Bright ideas to improve your bottom line

Central Maine Power Company, 83 Edison Drive, Augusta, Maine 04336 - www.cmpco.com

## Merchandise and sales sparkle at Day's Jewelers

Buying jewelry is very different from purchasing other kinds of merchandise. In fact, the people at Day's Jewelers believe that jewelry represents "a special occasion between two people." That's why they work so hard to make the shopping experience as special as the event.

Day's Jewelers has been in business since 1914 and has been under new ownership since the 1980's. Voted one of the best jewelers in the country, Day's offers a warm, relaxed setting for customers – whether they're choosing an engagement ring or browsing for that perfect gift

### Lighting sets the mood

Day's business philosophy is to treat the "customer as king." Mark Ford, a principal in the business, points to

lighting as an important tool used to put this philosophy into action. "All of our stores present a feeling of welcome and warmth thanks to the selective use of lighting. It cannot be achieved any other way. While many things contribute to the success of our stores, lighting is the catalyst that brings it all into focus".

Day's display cases invite you to move from one to another. Each case uses halogen light for a brilliant, shadow-free presentation that shows the jewelry to advantage. Customers enjoy a clear view from almost any angle,

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*"Treat the customer as king... our stores present a feeling of welcome and warmth thanks to the selective use of lighting."*

Mark Ford  
VP Finance

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Jeff Corey  
President &  
VP Operations

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Kathy Corey  
VP Marketing &  
Personnel





**Day's...**

making it easier to compare items and make decisions.

Day's electrician, Ideal Electric, Inc. of Waterville, works very closely with the company to maintain a lighting scheme that addresses the special requirements of a jewelry store. The goal is to create ambience while presenting all of the merchandise with accurate color rendition approaching that of daylight.



*White halogen downlights make jewelry in display cases sparkle*

Most of Day's general lighting comes from color-corrected fluorescent lamps in 2X4 troffers with a parabolic lens for precise light control. This helps the eye focus on the wonderful gold, silver, watches, and gems – not on ceiling hot spots. The stores use track lighting to illuminate wall displays and call attention to cases. Halogen lamps highlight the product/selling area. Vertical displays are lit



*Wall displays are lit by adjustable track lights*

inside and out to reduce shadows; glass shelves pass light down from row to row so customers won't miss a thing.

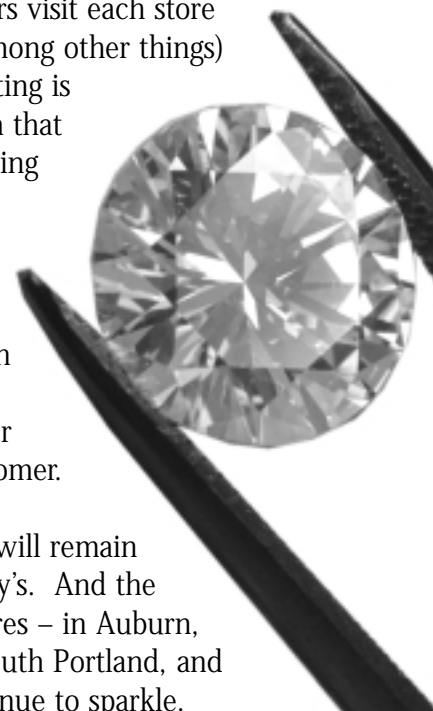
**Lighting brings out the true beauty of diamonds**

As you might expect, one major lighting requirement is to ensure that Day's diamonds look their best. This can be problematic, even with color corrected lamps. Because of the sheer brilliance and clarity of diamonds, artificial light can produce a yellowing effect. A big no-no in this business! The solution? Higher color temperature (whiter) lamps which avoid the yellowing effect and let the natural beauty of the stones sparkle through.

Without superior lighting, Day's would not enjoy the growing sales and national honors that have come its way in the last decade. It's interesting to note that company officers visit each store

monthly to review (among other things) just how well the lighting is working. This is a firm that understands how lighting affects the success of their operation. They know from experience that a simple lamp failure can ruin a very personal shopping experience or even lose them a customer.

It's clear that lighting will remain a business focus at Day's. And the sales at all of their stores – in Auburn, Bangor, Brunswick, South Portland, and Waterville – will continue to sparkle.



## Retail Lighting Tips

Many factors influence sales, but lighting is a very important one – especially in today's largely self-service retail settings where the product and its environment have to do most of the selling.

Every retail business is different – and so are your lighting needs. But we've put together a list that matches lighting solutions to business objectives. If you'd like some help with your lighting strategy, call Dick Bacon toll-free at 1-800-649-1169.

### Generally speaking...

Most retailers share certain goals. The right combination of general and specific lighting can go a long way in supporting your business objectives.



- Attract both new and repeat customers
- Increase the time customers spend in your store
- Showcase your products to advantage
- Enable customers to evaluate your products (quality, color, finish, etc.)
- Encourage the sale
- Offer a positive shopping experience
- Minimize returns (due to poor color rendition, concealed flaws, etc.)

### Food stores

Food retailers – especially those who offer fresh foods – can benefit from some special lighting technology to meet industry-specific merchandising goals.

- Show that store is open



- Invite customer traffic
- Provide a clean, health-conscious shopping environment
- Direct the flow of traffic through the store
- Enhance color and fresh appearance of meat, fish, and produce
- Make it easy to identify

products on any shelf level

- Integrate lighting fixtures with architecture to create

- specific, identifiable areas: bakery, deli, etc.
- Encourage impulse buys

### Non-food retail stores

Once the customer is in your store, lighting can help make the sale. Take a walk through your establishment and consider what the right lighting scheme could do to increase your business.

- Choose lighting that fits your products, your store, your brand
- Select fixtures that are either unobtrusive or make a strong architectural statement
- Go dramatic, modern, romantic, upbeat, colorful, active, quiet...lighting says a lot about your store and merchandise
- Let your general (ambient) illumination create a mood or ambience conducive to buying
- Focus attention on specific displays or products with accent lighting

### Retail Lighting basics (metrics)

Ambient illuminance: 30-100 fc

Highlight illuminance: 120-500 fc

Luminance range: contrast of 5:1 or greater between highlights and ambient

Color temperature: 3500-4100K

Color rendering index: 70 minimum; 80+ ideal

Suggested lamp technologies: T-8 fluorescent (ambient); MR16 (etc.) halogen (accent)



## Ask the Lighting Expert:

***I have been in the retail clothing business for 25 years and am a well-established business. Sometime back, CMP convinced me to put in energy efficient lamps to lower my energy costs. It seemed like a good idea, but my customers complained they couldn't see the clothes. So I put the old lighting back in. Now you say installing additional lights can help my business. What's changed?***

Over the years, CMP has offered various programs. Some of these were in response to directives from the Public Utilities Commission (PUC). For example, a few years back, the PUC required us to encourage customers to purchase energy efficient products. While conserving energy is a good idea, many of those early products did not have the output that they do today.

For 20 years, utilities all across the country promoted lighting on the basis of energy efficiency. While the experts were right about the energy savings, they did not always weigh the quality issue heavily enough. You can't sell clothes if customers can't see them!

The need for well-planned lighting has become increasingly important to businesses as consumers seek ever more satisfying "shopping experiences". CMP's understanding

has grown and we realize that as businesses grow and change, so do your lighting needs. One lighting scheme or goal does not fit all! Light levels, quality, balance, correct color, and other considerations come into play. You need the right mix to meet your specific business goals – to attract new customers, increase sales, decrease product returns, increase productivity, promote safety, and encourage repeat business.

The final decision is up to you, because the right lighting can make a big difference to your business!



*CMP's Lighting Expert has over 25 years of experience in the lighting business working for major electrical wholesalers and Central Maine Power Company. Dick is a member of the Illuminating Engineering Society (IES).*

If you have a business lighting question, please contact our Lighting Expert:  
E-mail: [lighting.expert@cmpco.com](mailto:lighting.expert@cmpco.com) or call the Business Lighting Hotline:  
Toll-free: 1-800-649-1169

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If you would like to receive additional copies of the Newsletter, please call toll-free 1-800-649-1169