

The Lighting Connection

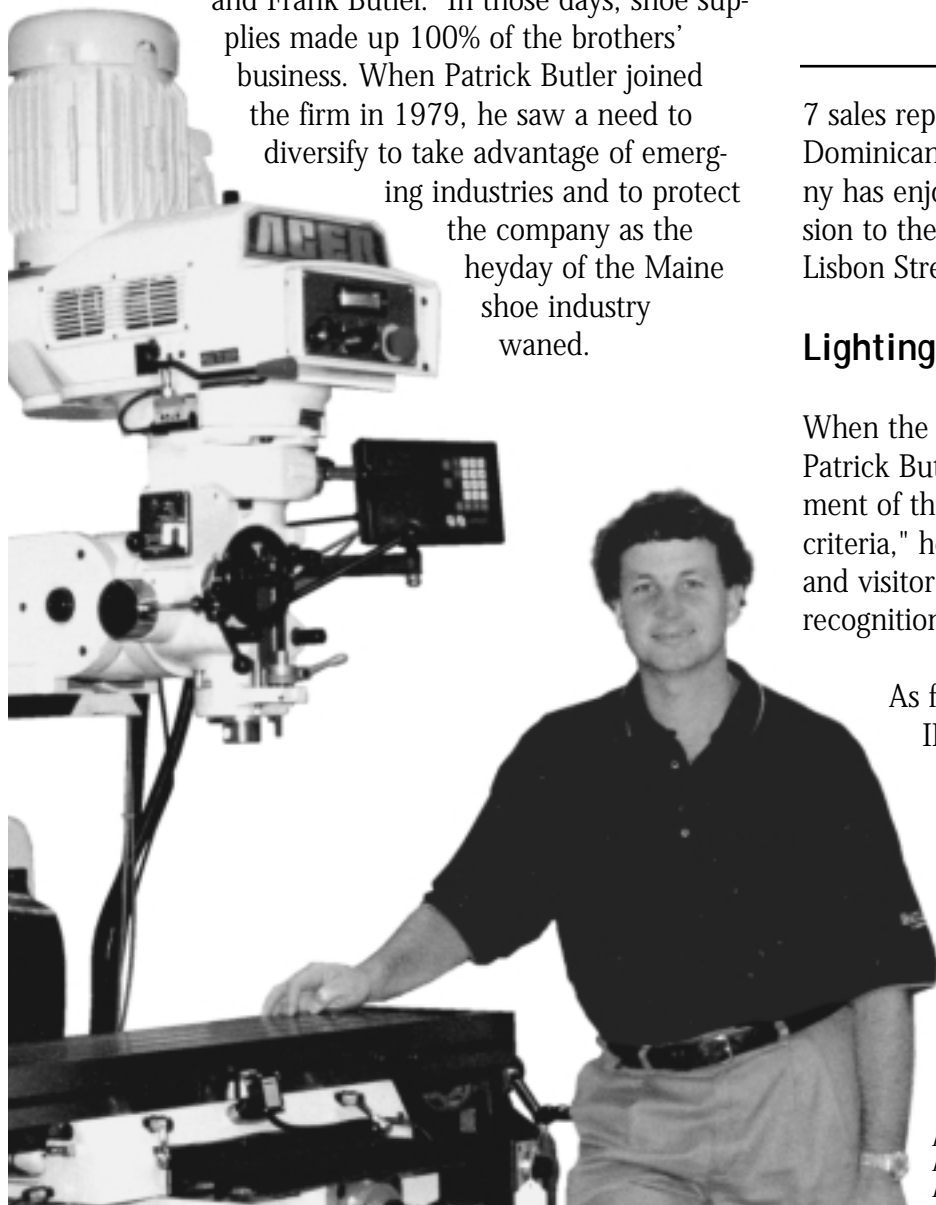
Bright ideas to improve your bottom line

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Outdoor lighting moves shoe supply company a big step forward

When people think of footwear, they often think of Maine. Bean boots and Bass Weejuns, among other brands, are part of our manufacturing heritage.

But did you ever wonder who supplies the eyelets and other hardware that shoemakers — here and abroad — need to finish their goods? The answer is in Lewiston, at Butler Bros. The company was started in 1952 by John and Frank Butler. In those days, shoe supplies made up 100% of the brothers' business. When Patrick Butler joined the firm in 1979, he saw a need to diversify to take advantage of emerging industries and to protect the company as the heyday of the Maine shoe industry waned.



Today Butler Bros. still ships shoe supplies to markets around the world. But they also supply special production machinery, sponge rubber, mouse pads, wrist rests, and other items. The business has grown to employ 27, with

"I wanted to meet these lighting criteria: safety, recognition, attractiveness and efficiency..."

Patrick Butler

7 sales representatives across the US and in the Dominican Republic. With international sales, the company has enjoyed continued growth. And that meant expansion to the firm's current 54,000 square foot facility on Lisbon Street.

Lighting to meet specific goals, outside...

When the company made the move to the new building, Patrick Butler included a lighting strategy in the development of the facility. "I wanted the lighting to meet three criteria," he says. These included: 1) Provide employee and visitor safety. 2) Be unobtrusive, but provide building recognition. 3) Be attractive and efficient.

As far as outdoor lighting went, Butler considered IES (Illuminating Engineering Society) standards — and then took those guidelines further to meet the specific goals of Butler Bros. Butler

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Patrick Butler
President
Butler Bros. Industrial Supply



Butler Bros...

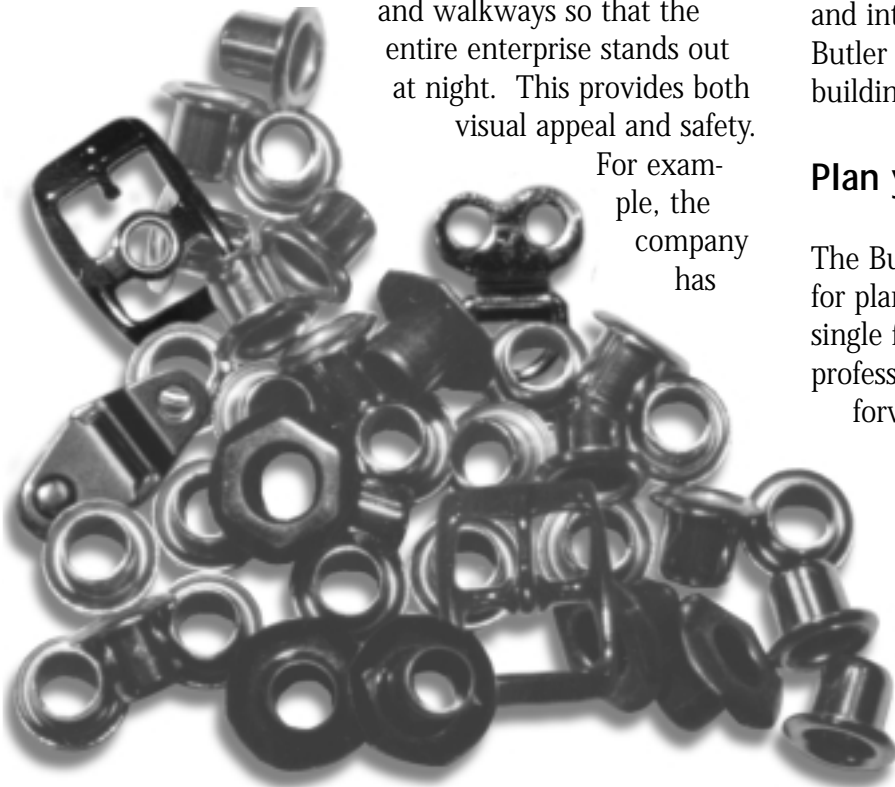


Outside lights provide safety, recognition, and attractiveness

felt that the building exterior needed higher-than-suggested lighting levels to achieve safety, security, and easy recognition from the road. The Butler Bros. building is set back farther and slightly higher than most commercial establishments on the road. A long, curved entryway offered an opportunity to create a bold approach to the building. This road is lined with post lights that lead the eye to the building as one drives by. The lights also lead employees and visitors to the building doorway, which has two decorative fixtures that identify it and welcome you to Butler Bros.

Wall packs illuminate the building exterior, parking area, and walkways so that the entire enterprise stands out at night. This provides both visual appeal and safety.

For example, the company has



many large trucks making pickups and deliveries. The lighting makes the area safe for both drivers and people on foot. As office manager Claire Durgin puts it, "The entry and parking areas are well lit and it's easy to find your vehicle in the lot."

...and indoors

Durgin has something to say about the interior, too. "The new building is a pleasure to work in," she says. "The office lighting makes the space look open and very airy. And our desk work is easy to see." This productive environment was achieved by using three-lamp troffers with T-8 fluorescent bulbs and electronic ballasts. Use of dimmable incandescent lamps in downlight fixtures helps create comfortable meeting rooms.

Effective lighting inside and out gives an overall positive impression. The experience outside is carried along, and seamlessly continued, with no abrupt transition, as employees, customers and visitors walk from the lot and into the Butler Bros. building.



Plan your lighting strategy

The Butler Bros. experience is one more strong argument for planning your lighting strategy before you install a single fixture. Set down clear goals, work with a lighting professional, and get ready to move your business a step forward.

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Outdoor lighting is not only about light

At first glance, this may seem like an odd statement. But let's think it through.

Installing electric illumination is merely the means to the end. Your real purpose is to provide safety, security, and visibility for your business. Lighting is simply the tool used to meet your goals.

Following is some practical information gathered with the help of the National Lighting Bureau. Read it through and then focus your lighting strategy, not on the light itself, but on the goals you want to achieve for your business.

Take a minute to write down your objectives. This will help you and your lighting designer choose the best fixtures and light levels for the job. Your list might look like this:

- ▶ Improve nighttime security
- ▶ Reduce the chance of break-ins, vandalism, and assaults
- ▶ Decrease the possibility of vehicle-vehicle or vehicle-pedestrian accidents
- ▶ Direct pedestrian and vehicle traffic patterns
- ▶ Attract customers from the road
- ▶ Make the business stand out from its neighbors

Safety and security are the primary concern

Reducing incidents through effective safety and security lighting is a huge issue. The human concerns are self-evident. But the business implications are critical, too. The right lighting can pay for itself — and then start saving you money.

Effective safety lighting should be both broad and specific. For example, in addition to generally illuminating your grounds, you'll want to highlight steps or areas where extra caution may be needed to avoid slipping/tripping hazards. National Lighting Bureau Chair Cary S. Mendelsohn notes that "the lighting used for safety purposes can also be used for directional purposes, by indicating where various paths lead. Lighting also contributes to environmental integration by almost lacing together the

grounds at night."

Walk around your grounds in the evening and ask yourself: Are your outdoor parking areas, walkways and grounds illuminated well enough to provide the levels of safety and security your business needs?

A positive business image is the added bonus

Effective security lighting should help beautify buildings and grounds at night. Because the lighting makes a business appear to be safer, more welcoming and more attractive, it also gains curbside

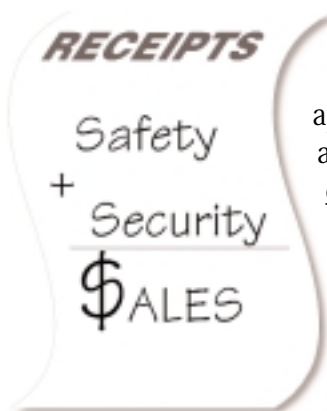
appeal, which can encourage customer traffic and sales. Think of your lighting as a sales beacon, your building as a billboard and your parking area as a welcome mat for your business. Use light in the lot and to enhance your building to attract customers, create an acceptable comfort level and bring people into your business.

Lighting can also be used to highlight important buildings, sculptures or natural formations, and can even give visual unity to a business campus composed of disparate buildings that reflect various architectural styles and periods. Your physical location can be one of your biggest drawing points, especially if your building has some architectural character to it. Even buildings that lack distinctive features can be lit in such a manner that everyone knows who and where you are.

90% of your success is in the planning of your lighting

Write down your lighting goals. And then engage the services of lighting specialists. They can assist you start to finish, design to installation. They are the experts in achieving lighting goals to meet business needs.

Multi-use lighting doesn't necessarily cost any more to design, install, operate or maintain than something less. But it can deliver a great deal more. And remember: outdoor lighting is not only about light!



It all adds up to good business...



Ask the Lighting Expert:

I have lights in my parking lot, but still have problems with car break-ins. How is more lighting going to help?

The ideal lighting solution includes the use of various fixtures to roll security and safety into one strategy. Here are some things to keep in mind:

Security: Lighting does act as a crime deterrent. It's well documented that far fewer incidents happen when there's plenty of illumination. The issue of liability is also well documented; the owner must provide an adequately lit and safe lot or face serious consequences. As a rule of thumb, parking lot light levels should vary in relation to your business hours; all lights on during sales hours — most of them on when the business is closed but traffic flow is still high — and most off (except for security lights) the rest of the time.

Safety: While safety is always an issue, it's even more so when it gets dark. Your parking area must be bright enough to provide visibility for drivers and pedestrians after sundown. Although most lots have some light — and may even meet Illuminating Engineering Society (IES) standards — IES standards are only guidelines for MINIMUM lighting. It's best to work with a lighting pro-

fessional to arrive at a level that protects both your customers and your business.

Don't make the mistake of thinking only about cost outlay. A single lawsuit could quickly erase, by a multiple of 100 or more, any savings gained by keeping light to the minimum. Not to mention the cost of lost business if customers don't feel safe! When planning, think about the following:

- ▶ Keep illumination uniform across your lot. Uneven lighting looks sloppy and uninviting. It's also unsafe for drivers and pedestrians because the eyes have to keep adjusting to the varying light levels.
- ▶ Strive to reduce glare or reflected light which can create a hazard as it affects depth perception. This is especially important for older people.
- ▶ Work with a lighting professional to come up with the most effective, cost-efficient outdoor lighting for 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 and 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 or call the Business Lighting Hotline:
Toll-free: 1-800-649-1169

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