

# CMP's Lighting Connection

Bright ideas to improve your bottom line

Central Maine Power Company, 83 Edison Drive, Augusta, Maine 04336

## In the dark about how to get started on your own lighting project? Follow these easy steps to improve lighting and increase sales:

You've seen plenty of business lighting tips over the years from *CMP's Lighting Connection*. At your request, we've pulled these ideas together for you as a "how to" for upgrading your lighting.

### 1 Analyze your lighting situation

When did you last have a lighting upgrade? Have you stopped to notice the quality of your lighting? Are your employees requesting additional lighting? Have you had an increase in workplace accidents and/or production errors? Are your fixtures getting to the end of their lives, with cracked, discolored, or broken lenses? Does everything just look old and tired? It's time to update!

### 2 Develop a lighting goal

It's important to develop a goal that will help you plan lighting improvements that will contribute to business success. Not sure what results you want? Start noticing the lighting at other companies, especially those in similar industries. See how their lighting advertises and enhances their storefront, makes customers feel welcome, or highlights the product line.

### 3 Call CMP for FREE expert lighting advice

Once you have some ideas, give us a call at **1-800-649-1169**. There's no charge! Our lighting experts are available to review your plans, double check the specs, raise questions, or present options about the lighting solutions available to help your business succeed and grow.

CMP acts as your lighting project consultant to help make sure your project will get the results you want. Whether you want to improve productivity, create ambiance, color correct to make clothing, food, or other

products naturally appealing, we're here to help you with your planning. With over 100 years of experience in helping customers with lighting — we can help you improve your bottom line with better business lighting. For smaller jobs, consider working with an electrician. For more complex needs, you may benefit from adding a lighting designer to your team.



L-R: Dick Bacon, CMP Lighting Expert;  
Marcel Mercier, President, Furniture Superstore, Lisbon

*"In talking with Dick, it became apparent that our lighting needs were very crucial to the success of our business. We sell more than furniture — we sell the realization of what our customers visualized. Working with our contractor and CMP, we installed one of the first T-5 systems in the State, which costs a little more up front, but pays back in increased sales and efficiency."*

## Watch your bottom line improve

Once you're satisfied with your lighting plan, implement it. Over and over we have seen a substantial return on investment to those businesses that upgrade their lighting with a well-designed, well-implemented upgrade or renovation. Retailers increase traffic. Restaurant owners see more repeat business. Manufacturers cite

#### More inside this issue:

- . Exterior Lighting Benefits.....3
- . CMP's Lighting Tips.....3
- . See Your Story In Print Contest.....3
- . Ask Our CMP Lighting Expert.....4

continued on page 2

## Easy Steps...



*“Dick Bacon, CMP’s Lighting Expert, solved our problem by suggesting lighting to reduce patient falls. He was also quick to provide us with information and open to ideas from us.”*

Karen Leupold, Administrator  
Penobscot Nursing Home,  
Penobscot

Electric solutions to  
**smartpower**  
improve life and work

fewer mistakes and higher productivity. The list goes on.

In general, a quality lighting job typically represents just 10-15% of the construction cost of a business facility and only 5% of operating costs. This is a very small investment when you look at the positive impact good lighting can have on traffic, sales, customer satisfaction, employee productivity and safety, and repeat business.

And remember — you have CMP’s lighting experts to help you refine your plan to ensure both high quality and efficiency. We welcome the chance to assist you.

**Give us a call at  
1-800-649-1169 to get  
started.**

*“The information provided by CMP helped us to understand the many issues in dealing with lighting our recreation area. The type, where to mount, size, cost to operate are all things we need to know before we can appropriate any money.”*

Ingrid Stanchfield, Exec. Director,  
Gardiner Area Boys & Girls Club



## BETTER BUSINESS LIGHTING - GETTING STARTED IS EASY!

	Small Jobs <small>(less than \$1,000 and/or less than 10 fixtures)</small>	Larger Jobs <small>(more than \$1,000 or more complex issues)</small>
What to consider?	Amount of light needed Type of fixture (track, single, etc.) Type of control to use (switch, photocell, time clock, etc.) Will job disrupt sales/office work? Should I relamp the other fixtures now? Should I clean the other fixtures now? How will I aim my outside lighting?	All previously listed Small Jobs issues, plus: Aesthetics (what does it say about my business?) Tasks (what functions are employees performing?) Have I met all laws and guidelines governing lighting? Electrical capacity of building How will I finance the project?
How much time?	Less than one month (Work done during operating hours usually slower)	1 - 3 months or longer depending on the complexity of the project
Who can help?	Electrician CMP’s Lighting Experts	Lighting Designer Electrician CMP’s Lighting Experts
Where to purchase supplies?	Electrician Check phone book for area retailers and wholesalers	Lighting Designer Electrician

## Is your exterior lighting working hard enough for you? CMP can help with this, too!

When you're considering a lighting upgrade, don't neglect your exterior lighting. When evaluating your situation here are some things to consider:

- ❑ Give your site a night inspection from the point of view of a customer or visitor. Note the light levels in the surrounding areas. If they are low, even a modest increase will bring benefits.
- ❑ Keep your goals in mind. Use exterior lighting to improve visibility, increase customer traffic, enhance beauty, and provide a sense of safety and security.
- ❑ Keep the lighting uniform and reduce glare as much as possible. Bright 'hot' spots make it hard to see well. This is especially an issue for aging eyes. Position light fixture(s) above and in front of the sign or façade to be lit and direct light to the intended surface only.
- ❑ Pick the right pattern for your business and your goals. Be aware that light fixtures have differing lighting

patterns. For example, some fixtures produce long, narrow cones of light, while others may cast a more symmetrical pattern.

- ❑ Always, always, always use quality fixtures and lamps.

Many inexpensive fixtures offer you very little control over light output and can produce a lot of glare. In addition, they can wear out faster and replacement costs will wipe out any savings you realized in the initial purchase.

More information on exterior lighting is a phone call away at **1-800-649-1169**. We're happy to talk about your situation and offer our expert advice.



### CMP Lighting Tips

Here are a few things to think about when evaluating your current lighting and upgrading your lighting to brighten your bottom line.

- ❑ General merchandise lighting should be about 3 times brighter than aisle lighting
- ❑ Place quick turnover and impulse items under highly lit, color-corrected lighting for best brand and feature recognition
- ❑ To highlight featured merchandise, use track lighting and make its lighting up to 15 times brighter than in the aisles
- ❑ Make use of dimmer switches to establish the atmosphere in restaurants or upscale shops
- ❑ Let spot lighting point out special goods in window displays
- ❑ Invite customers in by using bollard fixtures to light a welcoming path to your business
- ❑ Accompany overhead office lighting with task lighting designed for each job function to ensure optimum employee productivity
- ❑ Install quality fixtures and lamps to reduce maintenance costs



See your business lighting story in print!

Have you installed additional lighting this year that increases customer traffic and sales, or enhances health, safety or productivity? If you have or are planning to by year end, complete the enclosed entry form and mail it to us to be entered into our contest to win one of these great prizes:

- air conditioner
- dehumidifier
- TV/VCR combo

And, with your approval, we will feature selected project highlights in future issues of *CMP's Lighting Connection*.



# ASK our LIGHTING EXPERT

**Q: Which type of sign lighting is best – neon or fluorescent?**

**A:** For most businesses, a properly lit sign is the single most important – and relatively least expensive – advertisement you can have. A well-displayed sign, set on an attractive façade, almost shouts, "Here we are, come on in!" At the very least, a sign states your business name and advertises your location. The best signs do more. They portray image and character, offer a promise of quality, and make your business virtually impossible to pass by without being noticed. A well-designed sign says something about you as an owner, as well. It shows you take pride in your business — outside and in.

With that said, let's look at advantages offered by neon and fluorescent lighting:

Neon can be bent and shaped in such a way to write or depict almost anything you can dream up. And it comes in a dazzling array of colors. Here at CMP, we have seen neon lights shaped into cars, cups of coffee, flowers, animals, and much more. Though this specialty signing comes at a higher price, it may well pay for itself quickly if neon proves to be the material that best sends your message.

Fluorescent sign lighting has advantages, too. It can be mounted above, below, or inside your sign and will operate in temperatures that dip below zero. In general its output is a white light. You position it to reflect the color of the sign back to the viewer. Because fluorescent is a linear light source, it can create a very smooth lighting pattern over the whole sign.

The right choice is the lighting that achieves your goal. No matter which you choose, you'll want to make a commitment to keeping your sign lit to its original intention. Watchful maintenance is key! As mentioned above, a well-lit sign tells the customer a lot of good things about your business. A sign with burned out lighting and fixtures, or any hint of disrepair, sends the wrong message.

So, make sure your exterior lighting is planned, established, and well maintained. It's a reflection on your business!



*Dick Bacon, a CMP Lighting Expert, has helped over 500 businesses improve their bottom line with better business lighting. Are you next?*

Dick Bacon, 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 of North America (IESNA). Contact our Lighting Expert: E-mail: [lighting.expert@cmpco.com](mailto:lighting.expert@cmpco.com), or call toll-free: 1-800-649-1169.

*CMP's Lighting Connection* is provided by CMP as a resource to keep its business customers informed on lighting-related issues. The information provided may include references to particular products, services, and vendors. Such references should in no way be construed as endorsement by CMP of any particular product, service, or vendor that is mentioned in *CMP's Lighting Connection*.

If you would like to receive additional copies of *CMP's Lighting Connection*, please call toll-free 1-800-649-1169.

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PLUS:  
Step-by-step to an improved  
bottom line. See inside!

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