

CMP's Lighting Connection

Bright ideas to improve your bottom line

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

Come aboard and see what the right lighting can do for your business!

Businesses come in a variety of shapes, sizes, and industry categories. But they have one thing in common — the potential to benefit greatly from the right lighting. No matter what you manufacture, produce, or sell, you can increase productivity and/or sales, ensure safety and security, maintain product quality, establish image and atmosphere and, ultimately, add to your bottom line by improving your lighting.

To see how, come with us to East Boothbay. Here you'll find one of New England's premiere commercial boat builders, Washburn & Doughty. Theirs is a business that has continued to prosper by diversifying its capabilities, developing innovative designs and techniques, reaching out to new markets, and last but not least, proactively managing their internal business environment.

Shedding light on the task at hand

Jeff Hunter, Director of Safety, Environmental and Facilities, recognizes the key role lighting plays in the success of their business and called on CMP's lighting experts for assistance. CMP lighting experts assisted Jeff in reviewing the existing system to ensure proper lighting for specific areas.

"Anyone who thinks 'light is light and we'll just add a few bulbs' should really talk to CMP. I knew lighting was important to my business, but even I am amazed. Adding light to the work areas makes an incredible difference. The employees find it a much safer and pleasant area to work in. This was a fairly inexpensive investment that will pay off quickly in safety, productivity, and worker attitude."

Jeff Hunter

*Director of Safety, Environmental and Facilities
Washburn & Doughty, East Boothbay*

For Washburn & Doughty, lighting the interiors of the boat sheds with High-Pressure Sodium fixtures, mounted 25 to 35 feet high, was an effective and efficient choice for overall illumination to the work areas. And task specific secondary lighting was recommended to produce the quality of light to ensure optimum productivity.

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An investment that will pay off quickly

The boats at Washburn & Doughty are worked on in 'ways' — warehouse sheds which slope to the water.

Lighting here requires flexibility — allowing light to fall both horizontally and vertically depending upon the size and shape of the piece being worked on. To add to the challenge, there are obstacles (most often staging) that may block light coming from fixtures, resulting in fewer useable lumens striking the work area and the development of



*Dick Bacon, CMP (L)
Jeff Hunter, Washburn & Doughty (R)*

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shadowy dark pockets — a common lighting issue for many businesses!

To help light the dark pockets, CMP recommended the use of wall packs. This option provided illumination ideal for lighting areas which have low reflective qualities. And the unique use of the exterior-rated fixtures provided a watertight feature that's useful in dry areas, too — protecting the lamp and reflector from dust, smoke, and other airborne debris. Wall packs are rough and tough, and can even resist some trauma from a direct impact.



Wall packs come in High Pressure Sodium and Metal Halide from 50 watts to 400 watts.

In other areas of the business, CMP worked with Jeff to add light and make existing light more effective and efficient. When Jeff was asked 'How has the CMP lighting expert visit affected how you view light?' he noted: *"Anyone who thinks 'light is light and we'll just add a few bulbs' should really talk to CMP. I knew lighting was important to my business, but even I am amazed. Adding light to the work areas makes an incredible difference. The employees find it a much safer and pleasant area to work in. This was a fairly inexpensive investment that will pay off quickly in safety, productivity, and worker attitude."*

Bright ideas for our customers

After consulting with Washburn & Doughty, CMP recommended using wall packs somewhat differently than what they are designed for. That's what our business lighting experts do best — think outside the box — finding efficient, cost-effective lighting options to solve our business customers' lighting issues.

Put our lighting experts to work for you! Give us a call at **1-800-649-1169** and let our experts take a look at your situation and needs. We'll come up with ideas that can add to your sales and profitability.

Editor's Note...

For the past four years, *CMP's Lighting Connection* has been bringing you information and ideas about how quality lighting can add to your business success. Over that time, we've heard from hundreds of our readers.

The *CMP's Lighting Connection* team is looking forward to 2003. We'll tap the experience of the CMP lighting experts and the know-how of industry leaders. We'll roll in your feedback and mix it all up into quarterly newsletters that we hope will educate and inspire.

As always, we will strive to give you useful information that can help you make sound lighting decisions. Our hope for the new year is that something in our pages helps you develop an appreciation for how light levels and color affect business productivity, image, sales, safety and security and create a safer, more efficient, successful business.

We always like to hear about your lighting needs and projects. Call us at: **1-800-649-1169**, or email us at: cmpprograms@cmpco.com.



'At the onset, my knowledge of the value of lighting was like many of yours — light was something in the ceiling which I turned on to do my work. I took lighting for granted. In what seemed to be only days, I realized the value of well-designed lighting — it was like a stadium of light bulbs going off in my head!'

Terry Agnese

P.S.:

Congratulations to the three randomly-drawn winners selected from participants in our annual business lighting survey: Marstaller Landscaping, N. Yarmouth; Kennebec Veterinary Service, Waterville; and JOM, Inc., Raymond.

Back to lighting basics

The bottom line for any business is productivity. And light is one of the most important factors when it comes to productivity. Here are some lighting tips from the experts:

Lighting to increase productivity

Many people assume that almost any type of light will work for their business. That can be a costly mistake.

“Lighting is not used to provide light. Lighting's real purpose is to help people perform visual tasks. Understanding that difference can have huge financial consequences.”

Cary S. Mendelsohn, Chairman
National Lighting Bureau

How well people perform — how quickly and with how many errors — depends in large part on the quality of the light they work under. Proper lighting helps people do visual tasks faster and more effectively. And as you well know, even small improvements in lighting can have a major impact on your bottom line.



“Case studies demonstrate productivity improvements of 5% and more (with the right lighting). Apply that to a business with a total payroll of \$1 million per year and that improvement can be worth \$50,000 annually,” Mendelsohn continues.

Lighting that lives up to the job

Washburn & Doughty, featured in this issue, went to great lengths to put in the right lighting for every step of production. Along with meeting quality and customer satisfaction goals, W&D's lighting strategy also had to address

something else. External factors — such as vibration, temperature, and air temperature and quality — can greatly diminish the quality and life of lighting. That's why it's so important that your lighting systems are designed to match the job being done, as well as the environment in which the job is being done!

The choice of lighting depends upon your objectives and your business setting. With so much technology to choose from, you can find lighting that solves your problem and satisfies your business needs.

Bottom-line thieves

Don't let poorly maintained lighting chip away at your profits. Talk to a lighting expert about developing a lighting management plan — it's vital for maintaining the rated performance of your lamps and fixtures. It helps ensure you are getting what you pay for. Dirty lighting systems, along with poorly designed systems, are top culprits of inefficiency — culprits that steal from your bottom line.

Lack of maintenance on the fixture, lens, and/or lamp can cause substantial decrease of light coverage. That leads to a waste of energy, money, visibility and productivity.

Free CMP lighting help available

You don't have to start from scratch to use lighting to increase your bottom line. Existing lighting systems are easy to improve if you get the help of experts who understand what proper lighting is all about: improving the system's functional effectiveness while minimizing energy waste.

If your lighting system isn't supporting task performance or helping to sell your product, it's not doing its job and it could be costing you money. Get some good advice for your lighting project. Give CMP a call today at **1-800-649-1169**. The call is free, the advice is free. You can't afford not to make the call.

Amy G.
Customer Relations Specialist



ASK the LIGHTING EXPERT

What type of lighting should I use with the high ceilings in my business?

As a general a rule of thumb, fluorescent lighting can be used at heights up to 20 feet. High pressure sodium (HPS) lamps or metal halide (MH) will give their best output in low bay fixtures at 8 to 20 foot heights and in high bay fixtures at heights of 15 feet and up.

Each has its good and bad points and is situation dependent. A fluorescent system of 4 or 8 feet, non-high output lamps can be used at heights up to 20 feet, but best results will be obtained at 9 to 15 feet. With high output lamps and/or the new T-5 lamps and fixtures, the height can increase to 30 feet. Fluorescent fixtures give you a great deal of flexibility in sizes, shapes, and lamps, while retaining great color. Their design has been accepted as the standard for offices, retail businesses, schools, and other applications.

High and low bay fixtures have been, until recently, considered industrial fixtures because of their ability to light from high mounting heights and due to their size — some fixtures are 30 by 28 inches wide and weigh 60 to 70 pounds. In the past 5 years, these fixtures have

crossed over into many of the large hardware, food, and upscale department stores. They are also beginning to use more electronic ballasts (which allow efficiency gains) and lamps that have better color characteristics.

For more specific lighting application assistance, don't hesitate to give us call at **1-800-649-1169**. Take advantage of the lighting expertise that CMP has provided to help hundreds of CMP business customers.

Dick Bacon, a CMP 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:
email: lighting.expert@cmpco.com,
or call toll-free: 1-800-649-1169.**



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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.

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