



CMP's Lighting Connection

Bright ideas to improve your bottom line

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

Route to:

Merchandising/Sales

Facilities

Finance

CMP's business lighting experts helping Maine businesses light their way to success!

All types of retail stores can realize the same bottom line benefits from the right lighting: more customer traffic, better product presentation, and increased sales. CMP lighting experts work regularly with retailers to improve their profitability through better business lighting.

The right lighting makes it easier for customers to browse and buy!

When you visit Cricket's Corner in Raymond, you'll find an almost dizzying array of gifts and collectables in the multiple rooms of this merchandise-filled shop.

But when owner Donald Drew began hearing from his customers that they were having some trouble seeing and selecting product — he examined his lighting. Remembering prior issues of *CMP's Lighting Connection*, Don called the CMP business lighting hotline for assistance. CMP helped Don improve his interior lighting throughout his store.

cont. on page 2

Use lighting to turn up the sparkle and sales

Paul Rodrigue, owner of Paul Rodrigue Jewelers in Lewiston, knows the critical role light plays in the effective display of fine gemstones and crystal. After reading *CMP's Lighting Connection*, he looked over his displays with an objective eye and decided that his business could benefit from a lighting change. Rodrigue called CMP's business lighting hotline for assistance.

"Quality lighting is an absolute must to display fine jewelry. It's essential to be able to see the true colors of the gemstones," stated Rodrigue.

cont. on page 2

Good retailers know the value of good lighting!

"We appreciate the impact lighting has on our customer traffic. Potential customers notice our well-lit displays as they drive by — they turn around to come in. The exterior façade, walkway and window display lighting catches their attention first, and then our interior product lighting helps them with accurate product selection. It's a winning combination."

Dee Lamprecht, Manager
Copeland Furniture
Freeport



More inside this issue:

- . Lighting for increasing sales.....3
- . Lighting tips/terms.....3
- . Ask the Lighting Expert.....4



Cricket's Corner..

"CMP's lighting expertise, ideas, and support gave me the reassurance I needed to commit to a lighting improvement."

Don Drew, Owner
Cricket's Corner, Raymond

Lighting for sales



The first step in "visually organizing" Cricket's Corner was to upgrade existing fixtures with T-8 lamps and electronic ballasts. This provided correct color — critical for merchandise display.

Next, the overall fixture layout, including ambient and accent lighting, was addressed. CMP suggested keeping the fluorescent system to provide general lighting and adding track lighting to focus in on the merchandise. With track fixtures, you can control light

Cricket's Corner uses lighting to direct customers and to create emphasis, encourage lingering

placement and direction and choose from a variety of lamp types and fixture styles. For example, halogen lamps can be used where a sharp, crisp, white light is needed and fluorescent lamps where product color rendition is important. Incandescent can be used where a warm tone is desired.❖



Spot lighting is used to enhance product color, sparkle, and texture of this vase at Cricket's Corner

Paul Rodrigue Jewelers...

Influencing behavior with light



The original lighting layout used a common design of fluorescent lighting in four-lamp recessed fixtures with flat acrylic lenses and cool white lamps. This provided general overall light, but did not optimize product color or highlight displays.

CMP's lighting experts suggested new fixtures with parabolic lenses, T-8 lamps, and electronic ballasts. This system will provide Paul's store with high lumens, excellent color, appropriate contrast, and modern efficiency. The parabolic lenses control the way the light

At Paul Rodrigue Jewelers, parabolic lenses are used to provide high lumens, excellent color, and appropriate contrast

strikes the wall while concentrating it on the cases below. This creates a more focused look to the store and puts the wonderful array of gems in the spotlight. Additionally, the parabolic lenses produce a sharp cutoff line for perimeter displays, which aids in drawing customers' eyes to the rest of the merchandise.❖



"Customers really notice the difference. Each item in the store really stands out,"

Paul Rodrigue, Owner
Paul Rodrigue Jewelers, Lewiston

Call CMP s lighting experts today to help light your way to success

Don, Dee, and Paul are very pleased with the new lighting in their stores. Lighting makes their shop inviting, the merchandise shines, and customers enjoy a pleasant browsing and buying experience.

Now's a great time to put a shine on your lighting scheme. Whether you offer gift items or jewelry, clothing or crafts, food, homewares, cosmetics, hardware, books, or anything else, you can increase sales with proper lighting. Call CMP today at **1-800-649-1169** to help with your lighting.

Lighting for retail is all about contrast and focus

The greatest lighting value is achieved by a balance of lighting types. It can't be emphasized enough what a difference the right lighting can make to any type of retail business. Proper business lighting can increase sales, decrease returns, enhance image, cut staff turnover, improve productivity, and encourage repeat business, not to mention giving you better property safety and security.

Check out the lighting do's, don'ts, and tips (below) from industry lighting experts. These tips will help you identify common lighting problems such as: excess glare and light absorption, visual chaos, disorganized lighting patterns. You, too, can obtain the lighting contrast and focus that will entice customers and boost your sales this season!



At Cricket's Corner, the light source is close to the merchandise for better product display

Quick and simple lighting tips:

- Put the light source close to the merchandise
- For accent lighting, use narrow beam spotlights such as Halogen PARs or MR-16s
- Use high-color rendering lamps for both ambient and task lighting
- For ambient lighting, use diffuse sources such as fluorescent
- Increase aisle illumination with spill light from the accented merchandising areas or displays
- Paint the lightest colors on the interior surfaces of shelving
- Organize your light fixture patterns — chaotic patterns may confuse or fatigue your customers
- Use the fewest types of lamps to get the desired effect, reducing the need to purchase, maintain, and manage a wide variety

Be careful NOT to:

- Use incandescent lights for everything
- Rely only on track lighting rather than a mix of fixed location lighting
- Use floodlights rather than spotlights
- Accent everything, emphasizing nothing in particular (lack of focus)
- Settle for spotty, erratic lighting (you need ambient light to clearly see merchandise)
- Have random fixture layouts (cause visual chaos)
- Allow too many shiny surfaces
- Install black ceilings
- Decorate in dark finishes

Your luminary dictionary — Interior lighting types:

Ambient: General, uniform lighting using light fixtures that distribute the light widely, directly or indirectly. It enables the customer to see and examine the merchandise and the sales staff to complete the sale and perform other duties.

Accent: Spotlighting used to provide higher levels of light in a focused pattern to accentuate selected objects in relation to their surroundings. It establishes the importance of certain objects through the use of contrast and highlights the form, structure, texture, or color of merchandise.

Perimeter: Lighting the vertical surfaces, typically ceiling mounted and lighting merchandise located around the outermost interior walls.

Valance: Allows the source to be close to the merchandise and includes a shield, or 'valance' to conceal the light sources from customer view. Traditionally used for downlighting, can also be designed to uplight.

Shelf and Case: Small light sources located very close to merchandise being displayed. Light source is shielded from customer view.



ASK the LIGHTING EXPERT

Q: I'm confused! Sometimes you promote energy efficiency, and other times usage. Will you please explain?

A: That's a very good question, and you're not the only one who gets confused about efficiency issues. First, let's clear something up. The right light is not about using less or more, it's about using exactly what you need to get the job done.

So where did all that confusion come from? Even though business lighting costs contribute less than 5% on average to overall operating costs, lighting is often a target for lowering electric bills. And that can be shortsighted. While no company should waste energy, you don't want to cut corners where it might hurt sales without saving much money.

Fifteen to twenty years ago, the common practice for conservation was to remove lamps and fixtures. Unfortunately, this was at the expense of lighting quality, and often resulted in ineffective, low light levels that were not matched to the business purpose.

Today there's a movement toward true efficiency of light — a combination of light quality and quantity that meets

the business needs and uses energy wisely. With the wide array of fixtures and lamps currently available, that goal can be easily achievable. I can help you with this process and offer suggestions on a variety of options.

If done properly, good lighting can be truly efficient, in terms of both quality of light delivered and amount of energy used, with results that can grow and strengthen your business. Contact me today to learn how!❖

The right light is not about using less or more, it's about using exactly what you need to get the job done.

**Contact our Lighting Expert:
email: cmpprograms@cmpco.com
or call toll-free: 1-800-649-1169**

Dick Bacon, a CMP Lighting Expert, has helped over 800 businesses improve their bottom line with better business lighting. Are you next?



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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