

# 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  
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## If the light fixture fits — you profit!

There's so much information available about lighting, and so many fixture options to choose from, that coming up with a lighting strategy for your business may seem daunting. CMP's lighting experts have helped thousands of Maine businesses improve their bottom line with better lighting.

So here are some simple, effective, efficient, readily available solutions for three types of business common here in Maine. Take a look — our tips just might light up your sales and profits this year! Call CMP today to help your business get the most out of its lighting!

### Here's the dish on lighting for restaurants

#### It's not just the food, it's the experience you create with incandescent lighting!

The Bull and Claw restaurant in Wells is less dependent on seasonal business — and better lighting is a major reason why.

Incandescent lighting can be the ideal solution for creating the right mood in your restaurant to keep customers coming back for more. Here's how:

- ➔ Create ambience — avoid harsh lighting and glare that can be distracting to patrons. Wall sconces and cove lighting are two good choices
- ➔ Add eye and appetite appeal to the food being served — choose lighting with good color rendition
- ➔ Select hanging fixtures that are ideal for shedding light on individual tables
- ➔ Flatter customers with soft lighting from ceiling-mounted fixtures that supply general background light
- ➔ Create an upbeat, active ambience with ceiling-mounted troffers that light a large area evenly and brightly
- ➔ Install dimmers on your fixtures to adjust light levels based on the time of the day, type of customers, and the season of the year



"Incandescent lamps have enhanced the ambience of my restaurant's dining room and increased my customers' dining satisfaction. With this new change, I am already seeing additional business, and these satisfied customers will tell friends and return more frequently themselves."

*Daryl Tudisco, Owner  
The Bull & Claw restaurant  
Wells*

## For retailers, lighting improvements can really register

Increase sales by lighting your products to move.



At Copeland Furniture, a variety of lighting fixtures, strategically placed, help "direct" the customer around the store. Copeland Furniture has seen an increase in high-ticket item sales since investing in better lighting. Here are some lighting tips for your store:

- ➔ Focus attention on your merchandise — spotlights and track lighting do this very effectively and can be adjusted when your store layout is changed
- ➔ Use fluorescent lighting for uniform light with good color rendering
- ➔ Place quick turnover and impulse items under highly lit, color-corrected lighting for best brand and feature recognition
- ➔ Paint your displays and shelves with lighter colors to help reflect light and showcase your merchandise
- ➔ Organize your light fixtures' patterns — chaotic patterns may confuse or fatigue your customers

"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 Lampretch, Manager  
Copeland Furniture, Freeport*

## When planning your office space, don't forget the lighting!

Improve productivity with simple lighting improvements.

Lighting directly influences productivity — for better or worse!

- ➔ Add task lighting that's right for your type of business and for specific job functions to maximize employee productivity
- ➔ Use fluorescent troffers with a parabolic lens to provide good illumination while reducing light bounce and glare
- ➔ Install quality fixtures and lamps to reduce maintenance costs
- ➔ Place fixtures to avoid glare on computer monitors



Lighting upgrades create a more productive working environment for employees and comfortable living area for residents at Scarborough Terrace.

"I really like the new lights we added. It's so much brighter, but there is less glare. For higher productivity, health and safety, improving our lighting was the right move! The staff and residents are especially pleased — and we like to hear that."

*Pamela Francis, Business Office Manager  
Scarborough Terrace, Scarborough*

Call our Lighting Experts at 1-800-649-1169

**Don't leave your customers in the dark! Increase safety and security with outdoor lighting**



“Customers have mentioned the lighting to us. They say they just can't miss us. That's good for business!”

*Tina Apgar, President and CEO  
Apgar Office Systems, Chelsea*

Properly designed outdoor lighting can draw attention to your business and get more customers through your front door. The right outside lighting is also crucial for their safety, and the safety and security of your employees, too. Can you imagine a mall or shopping center without parking lot lights? It pays to pay attention to the lighting outside your business and make sure it's providing all the light that's needed.

"We needed more light in our parking lot for customer safety and the security of their cars. We installed dusk-to-dawn floodlights and now our customers feel safe and secure."

*Glenn Levesque, Owner  
Bishop's Motel, Jackman*

When deciding what kind of lighting you need outside your business consider where the light is needed, when it's needed, and for what purpose. Here are some useful tips:

- Use small spotlights with a focused beam to light up your business sign and make your business name easily seen
- Mount flood lights close to you building to provide façade lighting that highlights interesting architectural design features
- Highlight the plantings around your buildings and create an inviting atmosphere with landscape lighting.
- Place parking lot lights so that a uniform light pattern is created, minimizing shadows and dark spots

- Use cut-off fixtures that direct light down where it is needed
- Enhance security. Use wall pack fixtures mounted directly on the building to provide good illumination around the building perimeter
- Use dusk-to-dawn controls or timers to automatically control the operation of your outside lighting. Dusk-to-dawn controls can be use with timers to offer even more precise lighting control
- Use motion sensors to control lighting that is only needed when there is activity in that area. Motion sensors can provide added security too
- Make sure to properly illuminate walkways and steps with fixtures that are mounted at lower heights and adjacent to these areas

Think about the different areas outside your building — parking lots, service buildings, walkways — as different rooms, with different lighting needs, just like different rooms — work stations, conference rooms, display areas inside your building. Then make sure the lighting you have is meeting your needs. If it's not, it's time to make improvements. CMP can help you improve your lighting and improve your bottom line. Call us today at **1-800-649-1169** or send an email to [cmpprograms@cmpco.com](mailto:cmpprograms@cmpco.com).

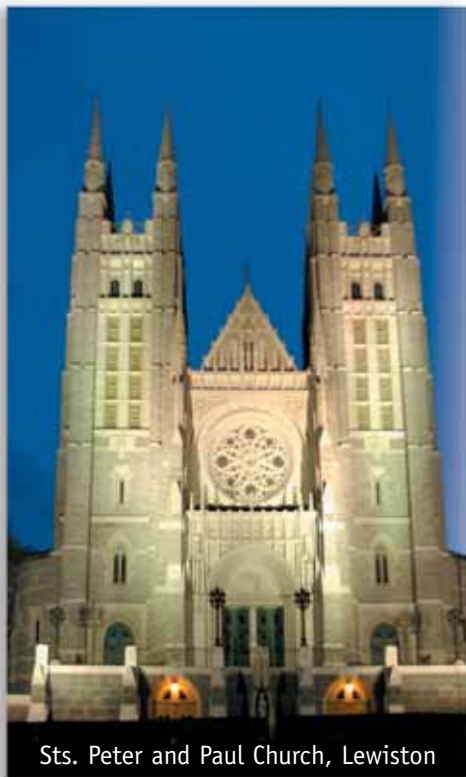


“We're pleased with the outdoor lights. We always receive positive compliments on the appearance at the Water Front Park area. This is a major step in enhancing the park for the town and townspeople and CMP helped make it happen.”

*Dave Deppard, Town Manager  
Richmond*

In this issue of the *CMP's Lighting Connection*, we've shown how you can use lighting to attract customers, improve sales, make employees more productive, and improve safety and security for everyone. The right lighting is important to the success of every business and organization. Take a look at your lighting today. And call CMP for a free lighting consultation. We've helped hundreds of Maine businesses improve their lighting and we want to help you, too.

**Facade lighting:** Shows off the architecture of your building.



Sts. Peter and Paul Church, Lewiston

“We really want to show off some of the great architecture and heritage of the city. Residents and tourists alike enjoy this stunning building and will look closer to what the city has to offer.”

*Edouard Plourde  
Project Coordinator  
Lewiston*

*Dick Bacon, a CMP Lighting Expert, has helped over 1,000 businesses improve their bottom line with better business lighting. Are you next?*

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



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Call or email us for more  
lighting information.  
See details inside!

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