

CMP's Lighting Connection

Bright ideas to improve your bottom line

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

New lighting boosts appeal and business!

Route to:

Merchandising/Sales

Facilities

Finance

While customers are attracted to the ambience of an old-fashioned store, Philip Cheverie, owner of the Alfred Country Store in Alfred, Maine, felt he could use 21st century technology to enhance the appeal of his business.

He started by calling the lighting experts at CMP for recommendations.

Time for a lighting review

Craig Baranowski, one of CMP's lighting experts, headed to Alfred to meet Cheverie, review the situation, and make recommendations. Cheverie wanted to build awareness and curb appeal and to improve the presentation of merchandise inside the store. He was aware that he might have to upgrade his lighting, but felt that the investment would pay itself back in increased traffic and sales.

First, Craig measured lighting levels and determined that overall lighting levels were low — very low. Craig found plenty of opportunity for lighting improvements in the parking area, on the building exterior and sign, and inside the store.

"The exterior lighting will get us more attention and traffic. The higher light levels in the store will mean that customers can see the merchandise better. And it will be easier to navigate around a well-lit store. This will really be a change for the better. I couldn't be more pleased."

— *Philip Cheverie, owner
Alfred Country Store, Alfred*

Working from the outside in

After his walk-through and meeting, Craig put together a report that included specific recommendations for the different areas at the Alfred Country Store.

To make the store's exterior more noticeable and inviting, turning the sign and building exterior into a better advertisement for the store, Craig recommended metal halide fixtures in place of the existing halogen floodlights. Craig noted that a single 70-watt metal halide bulb would triple the amount of light over a single halogen. He suggested additional metal halide fixtures could be used to wash the exterior walls in light, making the store more visible and attractive at night.

Next, Craig addressed the inside of the store, which was averaging about 20-30 foot-candles. The Illuminating Engineering Society of North America recommends 100 foot-

candles for a merchandise area, so the Alfred Country Store needed to triple illumination.

Of course, the store could have just tripled the number of bulbs being used. However, Craig recommended increasing

the number of bulbs as part of an upgrade to a more efficient system of T5 high-efficiency fluorescent lamps. This would provide 99% more light per bulb. The upgrade would result in an increase of 160% in lighting power usage; however, that increase would provide a 300% increase in the amount of light — which was the goal. The idea would be to distribute 12 or 15 fixtures evenly throughout the store, being careful to place them over aisles and not over shelves. The plan also called for compact fluorescents over the display tables to highlight the store's merchandise.

Lighting makes the difference

Philip Cheverie was very pleased with the personalized attention and the detailed report he got from CMP. If you are in the area, stop by the store and see for yourself the impact of good business lighting.



Philip Cheverie, owner, Alfred Country Store, Alfred and Craig Baranowski, CMP Lighting Expert

What customers see is what they should get

We've said it many, many times in this newsletter. When it comes to retail sales, it's critical that your merchandise be presented in the most accurate light. This helps sell your products — and reduce customer complaints and returns.

Will Labrie, owner of Will's Flooring in Oakland, knows the wisdom of this advice. Will's Flooring sells and installs a variety of flooring materials, including hardwood and laminate flooring, carpet, tiles, and vinyl. Customers choose and buy based on the appearance and color of the product. So, when Will's Flooring moved into a new location that had formerly housed a video rental store, he immediately began planning a lighting upgrade.



Will Labrie, owner of Will's Flooring, Oakland

Challenges:

- ➔ While customers can take samples home to view them in their lighting, it's important that the samples look good in the showroom, too.
- ➔ The main part of the store does not get much natural light
- ➔ Customers had to hold samples up to the windows to be able to see them well

Strategy:

- ➔ Leave the existing general purpose lighting for overall illumination
- ➔ Add energy-efficient T-8 fluorescent lamps to increase the brightness in the product display areas and provide more accurate color rendition

Results:

- ➔ Customers who have been in the store before and after the lighting improvements have made comments on the improvements

- ➔ Customers find it easier to compare choices and make buying decisions
- ➔ "It's a lot brighter, I immediately noticed the difference," says Labrie.



Will's Flooring achieved the effect they wanted. "The difference has been like night and day," said store owner Will Labrie. "We'll be adding lighting to the upstairs kitchen display area next."

If you have a retail store, watch how people shop. Ask your customers about their experience. Look at your repeat business and monitor product returns. Then ask yourself how a lighting upgrade could make a difference in the presentation of your merchandise and customer satisfaction.

A note from the editor

Best of luck to Dick Bacon

Readers of *CMP's Lighting Connection* newsletter have grown used to hearing from lighting expert Dick Bacon over the years. Dick has helped many, many of you get more out of your business lighting. We're sorry to tell you that Dick has left CMP to move on to new challenges. I'm sure you'll all want to join me in wishing Dick the best of luck. He'll be missed, but the rest of the Lighting Team, including Lighting Experts and Certified Energy Managers Craig Baranowski and Peter Laiho, are still here and ready to assist you. Through the newsletter and in person, we'll still be providing you with the same service, practical information, and advice on improving the lighting at your business or organization.

If there's anything we can do for you, give us a call at **1-800-649-1169**.

John Hastings
Editor, *CMP's Lighting Connection*

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



Better business lighting — Getting started is easy!

The chart below is designed to provide a framework for getting started on a lighting project. One important thing to consider is fixture selection. Choosing the right lighting fixtures for your business is important to the overall performance of the lighting and your satisfaction with it. CMP's Lighting Experts will help you evaluate your lighting needs and make recommendations for lighting improvements that can really boost your bottom-line.

So whether it's a small job or a total overhaul, don't leave fixture selection to chance. Make sure all the components of the whole system are working together to achieve the effect you want. Check out the chart below. It's designed to get you thinking about lighting improvements for your business.

Electric solutions to
smartpower
improve life and work

	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?
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



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Q: What is the most efficient type of lighting?

A: This sounds like a simple question, but there are a lot of factors to consider when giving the answer. As you'll see, the most efficient light is not always the most effective.

Based on light output and energy input (lumens per watt, also called the efficacy of the lamp), **low-pressure sodium lamps** are the most efficient. However, they make everything look a dingy yellow. So, typically they are used for roadway and security lighting, where color rendition is less important. As efficient as they are, **low-pressure sodium lamps** would not be effective in a retail store.

High-intensity discharge (HID) lamps are not quite as efficient, but they provide a whiter light than low-pressure sodium. **HID lamps** include **mercury vapor, high-pressure sodium and metal halide**. Most **HID lamps** take nearly a minute get up to full brightness, making them less suitable for areas in which the lights are turned off and on as needed — but ideal in other settings. **Metal halide lamps** are gaining in popularity and are effective in applications such as retail stores, production facilities, indoor arenas, and as outdoor lighting, because they produce a bright, white light, with very good color rendition.

Fluorescent lamps are nearly as efficient as metal halide. They spread light evenly and are the preferred choice in offices, schools, and other similar settings. The color rendition of **fluorescent lamps** is getting better too, making them more popular for general illumination in retail outlets.

The downside is that, compared to other lamp types, a much bigger lamp is needed to provide a given amount of light, making **fluorecents** less suitable for spaces with very high lighting level needs and for spot and accent lighting. Also, standard **fluorescent lamps** do not work well in very hot or cold locations.

Incandescent lamps have the lowest efficacy of the major lamp types. However, they have excellent color rendition. They can be easily dimmed with inexpensive controls, so lighting levels can be adjusted as needed. Dimming lights decreases the amount of electricity consumed, too. Unlike the other types discussed above, **incandescent lamps** don't require ballasts.

Fixtures affect the overall efficiency of lighting, too. Most lamp types can only be used in fixtures designed for that specific lamp type, although **compact fluorescent lamps** can be used in **incandescent** fixtures. The fixture is crucial in achieving the lighting effect you want by the way it distributes the light.

Using light as efficiently as possible is important — and so is making sure the lighting is doing its job. That's what makes lighting effective. Lighting that produces too much glare, that is directed to the wrong areas, is too bright or not bright enough is inefficient regardless of its efficacy. Lighting, even simple lighting, really is a system. To get the most out of your lighting dollar, we recommend you consider it as a system that includes switches and controls, fixtures, lamps, and the environment in which it operates.

Contact our Lighting Experts:
email: 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.

See the chart inside!
 Have questions about a lighting upgrade for your business?

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