



CMP's Lighting Connection

Bright ideas to improve your bottom line

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

Win a lighting makeover from CMP! See your business in a whole new light.

Route to:

- Merchandising/Sales
 Facilities
 Finance

To celebrate our 7th year of publication, *CMP's Lighting Connection* is launching an exciting Lighting Makeover contest, with a prize worth up to \$2,500. We have been providing our business customers with practical information about how effective and efficient lighting can benefit their particular business or organization. We've featured real-life lighting improvement projects from a number of different Maine businesses. Now, we're offering even more!

Enter *CMP's Lighting Connection* Lighting Makeover contest and you could receive up to \$2,500 of lighting equipment for a lighting improvement project at your business!

FREE lighting equipment!

CMP is partnering with Rockingham Electrical Supply Company, Lightolier, and Philips Lighting to provide free lighting equipment to one lucky customer to make lighting improvements. Besides receiving up to **\$2,500** worth of lighting, you'll receive valuable exposure for your business. We'll put your business in the spotlight as we update all of our readers on the progress of your lighting makeover in each upcoming edition of *CMP's Lighting Connection* in 2005. With CMP's free expert lighting advice and **\$2,500** of lighting equipment, you'll be on your way to getting the new lighting system your business needs.

Tell us about your lighting and why you need a makeover now

Here's how it works. Tell us what makes you unhappy with your current lighting. Is it too dim, too dingy, too spotty, or too old? Give us all the details. Tell us what's wrong and why you think better lighting could help your business or organization.

CMP's Business Lighting team will review all the entries. Interior or exterior projects, or both, are eligible. We'll consider the condition of the existing lighting, your reasons for wanting a change, and the likelihood that a makeover will result in significant improvements to your business or organization.

Enter Now!

You don't want to miss the March 4, 2005 deadline to win!

Tell us your lighting story. Go to www.cmpco.com/makeover to enter on-line and to find all the contest rules and details. If you don't have Internet access, call **1-800-649-1169** to request an entry form, and we'll send it to you. Online entries must be received by midnight, **March 4, 2005**. Paper entries must be postmarked no later than **March 4, 2005**. Enter now. You don't want to miss out on this chance for fame, great lighting, and free lighting equipment!

Whether you win the contest or not, our lighting experts are always available to give you their professional expertise for free. Today's lighting technology lets any business or organization have energy-efficient, effective, high-quality lighting. We're here to help you get your business seen in a whole new light. Give us a call today at **1-800-649-1169**, or send an email to lighting.expert@cmpco.com.



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The right lighting puts business into high gear

At Classic Car Services in Oxford, Maine, vintage auto restoration is a business and a passion. In the pursuit of both, Classic Car Services asked CMP for recommendations that would ensure the lighting system was as high-quality as the cars they restore.

As you might imagine, bringing an old car back to its original condition requires the right tools — including the right light. Obviously, lighting that shows color well is essential for the final paint. But, it's just as important for precision bodywork and detailed work on engines and other systems.

Our CMP Lighting Expert, Craig Baranowski, took a trip to Classic Car Services to do an assessment of the current lighting and to make recommendations. Here's what they found under the company's hood:

The existing lighting at Classic Car Services provided only 45-50 foot-candles — that's less than half the standard recommended by the Illuminating Engineering Society of North America (IESNA).

Craig came up with a plan to bridge the lighting gap. He recommended that Classic Car Services replace their 4-foot T-12 fluorescent lamp fixtures with 8-foot T-8 high-output lamp

fixtures. To increase the lighting level to the IESNA recommended level would require more than doubling the number of existing fixtures from 60 to 126. By switching to high-output T-8 lamps and fixtures, lighting quality will be improved, and overall, less equipment will be needed. This is a more effective solution than trying to increase the lighting levels by simply using more of the type of fixtures and lamps now in place at Classic Car Services.

Equipment needed to provide IESNA recommended light levels for Classic Car Services:

	Existing T-12 system	Recommended T-8 High-output system
Number of fixtures	126	76
Area illuminated per fixture	60 square feet	100 square feet

Craig's solution will increase lighting levels by 67% — increasing power usage by only 30%. He also provided advice on the type of fixtures best suited to Classic Car Services' workspace. Craig recommended using "egg crate" lighting fixtures that hang from the ceiling. These fixtures provide even light distribution and are rugged enough to stand up to the industrial-type environment at Classic Car Services. And by replacing the ceiling-mounted fixtures, the ceiling can now be insulated to provide savings on heating and cooling costs.

So, the next time you see a vintage car on the road — or get to drive one — think about what it takes to keep these great vehicles in showroom condition. It takes know-how, passion and the right tools, including high-quality lighting!

If you would like to get your business into high gear, give CMP a call at **1-800-649-1169** today. We'll help you rev up your operation.

"At Classic Car Services, our automotive restorations are usually done to compete at national shows and be judged by experts. Lighting is everything and working in a shadow can be difficult for the best craftsman. Our existing lighting has been at times difficult to work under and like the cars we work on, costly to maintain. CMP Lighting Expert, Craig Baranowski, explained that with the new technology in lighting performance and cost saving ability we would surely benefit from the change. We believe that with CMP's lighting plan, we will have a much better working environment which in turn will help us further our success in automotive restorations — a winning combination. Thank you CMP!"

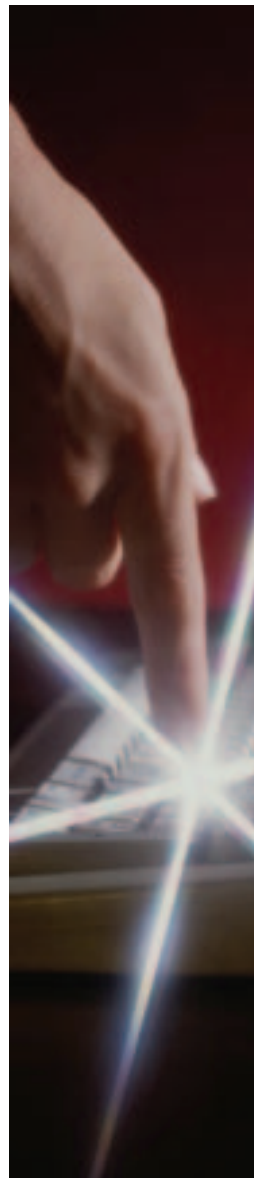
— *Chris Charlton, Owner
Classic Car Services, Oxford*



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

Flash! Get the latest in lighting info straight to your desktop

- ➔ Send an email to lighting.expert@cmpco.com to sign-up for *CMP's Business Lighting* flashes.
- ➔ **Keep up to date.** When our Lighting Experts learn about new lighting technology that can help you improve your bottom line, we'll let you know right away via email.
- ➔ **Access the best resources.** We'll send you web links that will direct you to web sites that have in-depth lighting information. In the meantime, check out this web site, www.zumbotelstaff.us/us/en/13101.htm, for some brief case studies from Zumbotel Staff, a global lighting company, headquartered in Austria. This web page features a number of their recent U.S. projects.



Thanks for your feedback

Thanks to all who responded to our survey. Your feedback will help make *CMP's Lighting Connection* newsletter more relevant to you and the success of your business. You may be interested to know that the Q & A in this issue features a question we received in one of the survey responses. Below are sample comments from our participants:

"We love the newsletter — it's very informative. And it's nice to hear about other businesses and their success with special lighting."

— April Andrews, Office Manager
Tech Metrics, Inc., Portland

"I like the ideas and try to see what would help my business."

Cooks Crossing, Inc., Searsport

Please remember, you don't have to wait for the next survey to give us feedback. Just call us at **1-800-649-1169**, or send an email to the lighting.expert@cmpco.com. Let us know what you think.

And the survey winners are...

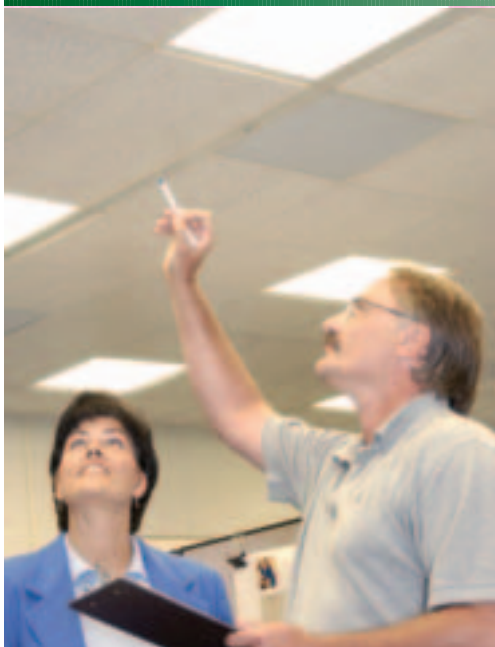


Congratulations to Jason Eggleston, Co-owner of Fairbanks, Frost & Lowe gemstone dealer in Freeport who won first prize of a \$1,000 credit on his CMP bill.

Also, Janus Assisted Living, in Washington, won a \$750 credit (second prize), and Jackson's Hardware & Marine, Kittery, won a \$500 credit (third prize), respectively.

Did you know?

More useful lighting tips from CMP's Lighting Experts



- ✓ If you replace 2x4 troffer prismatic lenses with large deep cell parabolic grids, you will get more light AND reduce glare.
- ✓ Keeping your business signage lit all night could be the cheapest form of advertising you can buy.
- ✓ Compact fluorescent lamps in closet and utility rooms are not a good idea. The constant on/off cycling will dramatically shorten the lamp life, and erase potential savings.

Contact our Lighting Experts today at **1-800-649-1169** to find out more...

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ASK
the LIGHTING EXPERT

We received many great comments, suggestions, and questions in response to our survey in the last issue. Thank you! Here's a question from one of our loyal readers:

Q. I enjoy the real-life lighting projects featured in the newsletter. Is there any way you could give more specifics on the costs of these projects — both equipment and installation? Also, there must be some rules of thumb that can be used to get an idea of how much a lighting upgrade will cost?

A. That's an excellent suggestion. We'll try to incorporate project costs into our case studies when we can. If customers are willing to provide their actual costs, we'll look to include this in the future.

As to the second part of your question, there really aren't any rules of thumb that can be used to estimate how much it will cost to improve the lighting in a facility. While certain design principles stay the same, there are so many different factors to consider that each situation is unique. The height of the ceilings, the size and orientation of the windows, the type of existing lighting, and the age of the current lighting system, are just a few of the factors to consider when planning a lighting upgrade. Even more important are the types and locations of different functions in the workspace, and the goals you want to achieve. These will dictate different amount and types of light, all part of a plan that's tailored to your space.

The choice of the lighting fixtures chosen will have a big impact on a project's cost. There are a tremendous variety of fixtures available today, even for basic fluorescent tube lighting. The cost for fixtures varies depending on the materials used to make them and in how their photometrics (the way light goes from the fixture to the space) are designed. Obviously, projects that require the removal of existing fixtures and installation of new fixtures will have higher labor costs than a simple relamping project. There are other factors affecting labor cost. This will be unique to each situation and building, so it's important to get an estimate from your contractor before committing to a project.

That's why it's important to have a lighting plan, including an estimate, so you know what your costs will be up front. CMP's Lighting Experts can help you get started on planning your lighting improvement project.

Call us today!



CMP's Lighting Team
L-R: Peter Laiho, Brenda Hendrickson, Craig Baranowski, and John Hastings

Contact our CMP 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.

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See details inside.

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