

CMP's Lighting Connection

Bright ideas to improve your bottom line

Central Maine Power Company, 113 Edison Drive, Augusta, Maine 04330

Let the Lighting Makeover begin...

Bowdoinham Country Store wins CMP's Lighting Makeover Contest!

Route to:

- Merchandising/Sales
- Facilities
- Finance
-



Inconsistent lighting patterns create dark spots throughout Bowdoinham Country Store

Many businesses entered our Lighting Makeover Contest hoping for a chance to improve their lighting — on us. The Bowdoinham Country Store has serious lighting issues, sees great potential in a lighting upgrade, and sent us a great entry. Here's their story.

Owners David and Lia Skelton, who have owned the business for two years, described their business for us. This store is a fixture in the community offering a variety of goods including: groceries, meats, sandwiches, coffee, cleaning supplies and other household items. They even sell skateboards! All of this exists in about 4,000 square feet of retail space. They've already made improvements to the interior of the store, including new shelving — and they want to do more.

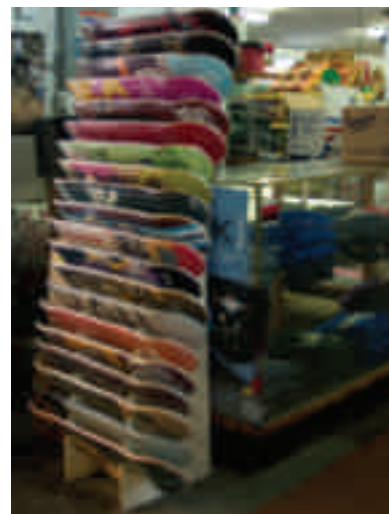
The new lighting is sure to improve the store's bottom line.

"I'm absolutely excited about redoing the lighting. Some customers have told me that before we bought the store they had stopped coming in because it was so dingy."

*— David Skelton, Owner
Bowdoinham Country Store, Bowdoinham*

The lighting challenge

The Bowdoinham Country Store is in a very old building with the typical Maine add-ons and do-it-yourself construction. As you might expect in an old building, the lighting is mismatched and outdated. Lights in the main areas run down the aisles and are old 4-foot fluorescents. Some are turned on by switches at the front door, some are pulled on by string, some by a switch on the light and some are unscrewed nightly and screwed back in when the store opens!



Skateboard display case lacks lighting

Some parts of the grocery aisles are dim, making it hard for customers to view and select merchandise. The meat counter does not have adequate task lighting. In general, the lighting levels are too low for a grocery store. The poor color rendition provided by the existing lighting makes the merchandise less appealing and hurts sales.

Outdoor lighting is also a problem. The store's outdoor security lights are large and unattractive. Neighbors have complained that lights are too bright, and have asked that a change be made. This will be part of the makeover, too.

Lighting to improve safety and sales

The store is a positive place in the community where folks come to gather for coffee and socializing, and travelers come in for directions and supplies. The Skeltons want to offer a destination that is convenient, clean, attractive, and safe for visitors and employees, and they think a lighting makeover could help them accomplish their goals. For the Skeltons, who have already invested money in renovation and safety improvements, it's easy to see why a lighting upgrade is a top priority. The Skeltons know that sales should increase with better lighting and that's good for business. We agree.



See how improved lighting will improve business



Mercury vapor light at front entrance is old and inefficient

We're working with the Skeltons and our partners, Rockingham Electric Supply, Lightolier, and Philips Lighting, on the lighting makeover.

The problems the Bowdoinham Country Store has are not uncommon for small businesses and there are solutions that will make a big difference — and help the store meet its goals. We'll take you along on the progress of the makeover. Look for an update on this lighting makeover in the next newsletter.

Congratulations to the Bowdoinham Country Store!

Thanks for entering our Lighting Makeover Contest

We received lots of great entries, and we wish we could have picked every customer for the prize. Thanks to everyone who participated in the contest.

It's clear that business owners know that better lighting can improve business. If you think your lighting could be working harder for you, give us a call today.



Our lighting experts have helped hundreds of businesses to increase sales and productivity and improve safety and security — with better business lighting. You'll find tips in this and other issues of our newsletters — and by getting in touch with the lighting experts at CMP at **1-800-649-1169** for some winning solutions!

Lighting improvements make sense for any business



*Craig Baranowski
CMP Lighting Expert*

The right lighting can improve your bottom line. And, it's not just for companies selling directly to customers. Every organization, even non-profits and municipalities, can benefit from lighting that helps you get things done faster and more easily. Budgets are tight, and doing more with less is a common experience. Investments in your future need to be cost-effective and pay for themselves. And an investment in effective lighting can provide a quick payback.

Don't know where to start? Overwhelmed by all the technical lighting terms that get thrown around? Call the Lighting Experts at CMP at **1-800-649-1169**, or email us at **lighting.expert@cmpco.com** for **free** lighting advice that can help get you started on seeing your business in a whole new light!

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

Free lighting advice — from CMP, your competitors and other Maine businesses!

When you're out and about, make it a habit to check out the lighting at other businesses.

Note how they use different styles and types of lighting in different areas, and on top of each other in layers. Also pay attention to the colors of the decor and how the lighting, hues, and textures interplay. You'll develop an eye for what works and what doesn't. And then you can ask, how does your business stack up?

Here's a quick tip. Look up in your own space. Do you have linear fluorescent lamps and need more light, but don't have the room or decor for more fixtures? Try high-output fluorescent lamps. They can be retrofitted into your existing fixtures at a nominal cost and will greatly improve the overall performance of the lighting in that area.

Most large national chain retailers and restaurants have lighting designers on staff and they put a lot of resources into their lighting.

We noticed how well Panera Bread utilized a variety of fixtures to create a warm, inviting atmosphere in their Augusta restaurant. The lighting also helps serve customers efficiently by attractively displaying their food and menu. Take a look at the photos below and you'll see what we mean.

You can get lighting advice for **free**. Call the Lighting Experts at CMP today. We'll help you on your way to better business lighting.

Panera Bread, Augusta, Maine



Combinations of lights (recessed, track, and pendant) are used for different tasks and to achieve different effects.

Are you open for business? Make sure your lighting says "YES."

Tips for reducing window glare

Does this sound familiar? Your store is open and the lights are on, but from the outside looking in, your business appears dark and closed.



There are two ways to solve this glare problem. Reduce the light shining on the window from outside — and/or brighten up the area inside the window. Here are some things to try:

- ➔ Use awnings or other overhangs to keep direct sunlight off your windows.
- ➔ Install the window tilted out at the top to help deflect glare downward (just a couple of inches out of plumb at the top of a large window can help).
- ➔ Use colored neon lights that advertise you're open for business.
- ➔ Light window displays brightly. Use down lights and add items that will reflect light to create sparkle and bounce light all around the display area.
- ➔ Control lights in the windows or lighted window displays separately from the rest of the lighting.
- ➔ Remember that lighting near the windows often needs to be brighter than the rest of the lighting — as much as 10 times as bright may be appropriate.

Glare is bad for business, but the right lighting can fix it. For more ideas and **free** lighting advice, give CMP a call at 1-800-649-1169, or visit our web site at www.cmpco.com.

(Printed with permission from Panera Bread)

ASK
the **LIGHTING EXPERT**

Q. I'd like to have more control over my lighting levels by installing dimmers. Do dimmers save energy? Can dimmers work on fluorescent lights?

A. Yes and yes, dimming lights saves energy and some fluorescent lamps can be operated by dimmers. But they provide more than just energy savings. Let's look at the benefits of dimmers, and the options you may want to explore.

Installing dimmers is an excellent idea when your goal is to vary lighting levels. It gives you a wide range of illumination, instead of limiting the light to either on or off. This flexibility can offer advantages. For example, the amount of daylight entering a space will vary depending on whether it's a cloudy or sunny day, so it's great to be able to change your lighting accordingly. Also, some businesses like to create different atmospheres in their spaces depending on the time of day, or the activity taking place, or for merchandise that needs special focus. And some recent research indicates that allowing office workers to control the lighting levels in their individual workspace can lead to productivity gains.

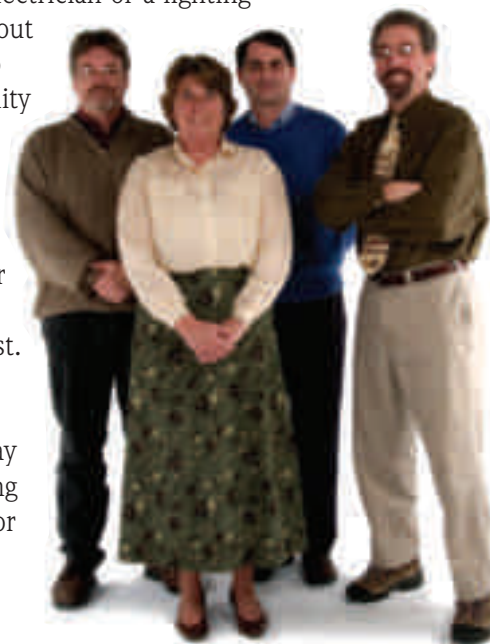
Dimming switches now come in many modes beside the familiar round dial. There are slide switches, small slides next to standard on/off switches, dimmers built right into standard on/off switches, and touch pads, for example. There are even remote control dimmers. If you have a regular schedule for varying light levels, there are controls that can program the dimming automatically.

For more complex lighting systems and schemes, these can be well worth the extra expense.

Any incandescent lamp and fixture can have a dimmer installed. Fluorescent lamps can be dimmed too — including compact fluorescent lamps. However you need to have a lighting system that allows dimming.

Consult with your electrician or a lighting professional to find out what can be done to add dimming capability to your existing lighting or upgrade — and get a cost estimate. Dimming is not the answer for every business. But for others, it's a must.

Call the Lighting Experts at CMP today for more **free** lighting advice customized for your business!



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Contact CMP's Lighting Experts:
email: lighting.expert@cmpco.com
or
call (toll-free): 1-800-649-1169

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