

# CMP's Lighting Connection

Bright ideas to improve your bottom line

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

## Now is the time to improve lighting — Watch us help the Bowdoinham Country Store do just that!

Route to:

- Merchandising/Sales
- Facilities
- Finance
- 

In our last issue, we announced the winner of our Lighting Makeover Contest — the Bowdoinham Country Store. They're receiving \$2,500 worth of lighting equipment, courtesy of Lightolier/Genlyte and Rockingham Electric Supply, to upgrade the store's lighting — and the changes are underway.

### Step 1: Understand the layout of the business



*Craig Baranowski, CMP's lighting expert, has helped hundreds of Maine businesses improve their lighting — and their bottom line. Give him a call today!*

CMP's Business Lighting team and our partners Mike Larrabee of Lightolier/Genlyte and Jim Hiltonsmith of Rockingham Electric Supply met with owner David Skelton at his store. The team conducted a thorough walk-through audit of the store gathering information including the overall size of the store, ceiling heights, and the location of the aisles and other merchandise areas. The outside lighting was also audited. As a result, David has already leased a new outdoor cutoff fixture from CMP (see article on page 2). **We**

**can help you assess your lighting needs — call us.**

### Step 2: Establish goals

David wants to do more business. He knows the store needs more light in all areas to create a clean, inviting atmosphere for their customers and employees. Fluorescent linear lighting is the best choice here. The store has a low ceiling, so the fixtures will need to be thin and surface mounted. Recessed lights are not an

option for this space. The existing lighting provides only about 15 foot candles of illumination. Based on IESNA recommendations, lighting levels for a store like this should be 50-60 foot candles. **Grow your business with better lighting — call us.**

### Step 3: Create a lighting plan

Mike Larrabee suggested T8 fluorescent lamps with electronic ballasts. This is now the standard for effective, energy-efficient, interior lighting in most business applications. T8 lamps are available in 3 color temperatures: warm, neutral, and cool. Mike recommended neutral for the Bowdoinham Country Store. The products they sell, especially food, will look best under a neutral light.

All the fixtures recommended are lensed or louvered because they work well in retail applications that need bright uniform lighting with minimal glare. Lenses and louvers help reduce glare, which is a problem with the existing open fixtures. They also diffuse the light to provide more even lighting throughout the store.

For the front outdoor lighting, Mike recommended full cutoff wall packs using metal halide lamps and for a welcoming touch, wall sconces on either side of the front door. **Call us or visit [www.cmpco.com](http://www.cmpco.com) to learn more about lighting options.**

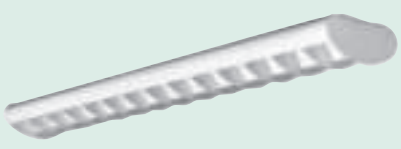




*The Lighting Makeover team going over lighting options with Dave Skelton (second from left), Bowdoinham Country Store owner*



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### Lighting options for every business — including yours!

	<b>Blade louver lensed linear fixture.</b> This same fixture can also use a prismatic lens system instead of the louvered lens.
	<b>Lytecel Linear fixture with parabolic louvers.</b> This fixture has rounded edges to soften it's appearance.
	<b>Prismatic wraparound lensed linear fixture.</b> This is a very functional fixture that is more basic than the other options.

### Step 4: Order materials and schedule installation

David decided on the prismatic wrap-arounds. These fixtures will dramatically increase the lighting levels without looking out of place in a Maine country store. The equipment has been ordered and work is underway. Contractor Dan Wescott, an electrician from Hartford, Maine, provided a written estimate of the cost to install the new equipment, so David knew how much the project would cost before it started. Look for an update on the completed project in the next issue of *CMP's Lighting Connection* newsletter.

### Good Advice on Good Lighting

"Working with professional lighting experts was an eye opener for me. I learned a lot and know this will help my business grow!"  
— *David Skelton, Owner, Bowdoinham Country Store*

"It's always a challenge working in an old Maine building. You want to keep the character, enhance it even, but it poses challenges — those low ceilings for example. It's good to have some give and take with the building owner. I also like to visit the business, watch the customers, see the traffic flow. You have to see the way a business really operates every day."  
— *Mike Larrabee, Lightolier/Genlyte Lighting Supply*

"Every business is different. There are always budget issues, but business people know that lighting improvements pay off in the end. It's one of the things I like about my business — seeing how what I do makes other people succeed, too."  
— *Jim Hiltonsmith, Rockingham Electrical Supply*

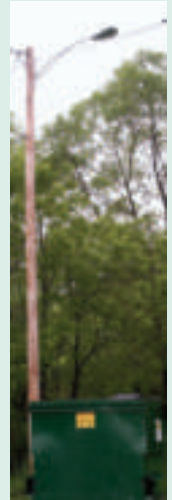
CMP's lighting experts can help you succeed with better lighting, too. Call today at **1-800-649-1169**, or visit our web site at **[www.cmpco.com](http://www.cmpco.com)**.

## Put employee safety at the top of your list — And we'll put your lighting request at the top of ours!

The outdoor lighting problem at the Bowdoinham Country Store was so easy to address, it's already done!

The business needs a nice bright light in back for employees to safely use the trash receptacles and storage areas, but the old mercury vapor, open fixtures were causing light spillage into the yards of homes near the store.

Enter the lighting experts at CMP who offered a quick fix: a 50-watt, high-pressure sodium, cut-off fixture (see enclosed fact sheet) to be installed on a CMP pole. This fixture provides enough light in the storage area behind the store, yet the innovative design reduces light spillover. The other good news is that CMP's lease offers installation and maintenance in one monthly fee. We take care of outdoor lighting for you.



Want to know more about our Outdoor Lighting Leasing Program? Call CMP today at **1-800-649-1169!**

"Great light. Shines the light exactly where we needed it. No complaints from neighbors. Employees can see better — they feel safer and more secure."  
— *David Skelton, Owner Bowdoinham Country Store*



## Good business lighting is not on the other side of the globe — it is just around the corner — DeLorme store lighting

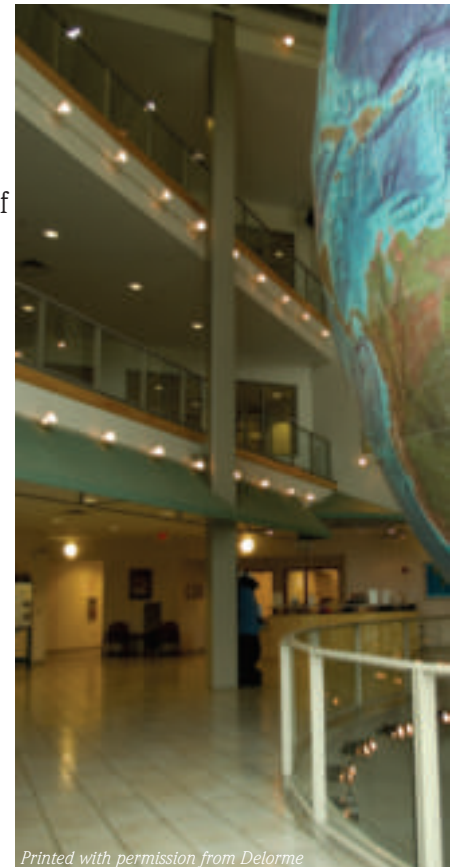
CMP's lighting experts are always on the lookout for examples of good business lighting. Recently we stopped at the DeLorme map store in Freeport. Of course, anyone driving by on I-95 has noticed the big globe called Eartha. To highlight Eartha (*photo on right*), DeLorme uses multiple rows of 100-watt PAR 38 flood lights with a rated life of 20,000 hours. Some of these lights are not easy to get to, so it's important to use a lamp that will last a good long time. We were also impressed by the interesting, high-quality lighting in the store and reception area. Interested in improving your lighting? Call us.



*Combination of spotlights and T8 fluorescents lighting effectively highlights merchandise*



*A variety of modern mini-pendants draws attention to the reception area and the wall sconces help define different areas*



*Printed with permission from Delorme  
Floodlights for Eartha*

### Get started on your lighting makeover!

We hope our newsletter inspires you to upgrade your business lighting! When you're ready, who are you going to call?

1) Call CMP today at **1-800-649-1169**, or visit our web site at **[www.cmpco.com](http://www.cmpco.com)**. We're happy to give you information and advice to start you in the right direction. Take the first step! Simple lighting changes mean better business for you.

2) If you know what you want and are ready to start upgrading your lighting, it's time to contact a lighting professional — like a lighting distributor, an electrical contractor, or a lighting designer. They can provide you with detailed information on equipment specifications and costs. Choosing the right light for your business is a good business investment.



### ASK the LIGHTING EXPERT

**Q. I've heard that indirect lighting is good because it reduces glare. Can you tell me more?**

**A.** Indirect lighting illuminates by bouncing light off one or more surfaces, then onto and into the area that needs lighting. This can provide a more even lighting level and reduces glare. For indirect lighting, fixtures (or at least the lamp) are aimed at a reflective surface such as a suspended ceiling. In commercial applications, fixtures often bounce light off the ceiling and walls, so it is reflected back into the space that needs to be lit. However, there are many ways you can set up indirect lighting. Be creative — you can even hide an up light behind a plant on top of a shelf in your lobby!

While indirect lighting may reduce glare, and produce good, even illumination, it may not be bright enough on its own for certain purposes. In retail stores, for example, you need direct lighting as well to highlight merchandise. And you'll need adequate task lighting at desks, computer stations, manufacturing or service areas, and in other places where people are working.

Make sure your lighting plan matches your business needs. Indirect, direct, and task lighting together can give you the best of each. You can set up both direct and indirect sources in the same space, or you could look at fixtures that combine both types of lighting — these are becoming increasingly popular.

For more information on lighting systems and how they can help your business, call the lighting experts at CMP.



*Printed with permission from Freeport Public Library*

*Proper installation and placement of indirect lighting can create a calm and pleasant atmosphere.*

We've helped hundreds of businesses get the most out of their lighting. Is your business next? Give us a call.



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

**Contact CMP's Lighting Experts:**  
**email: [lighting.expert@cmpco.com](mailto: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 newsletter.

**Update on our  
Lighting Makeover —  
see more details inside!**

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