

Improve Your Grocery Store With Energy Efficient Upgrades

WESCO[®]
ENERGY SOLUTIONS

GROCERY STORE SOLUTIONS /// Improve Operations and Reduce Costs

According to the federal government's Energy Star program, \$1 in energy savings is equivalent to increasing grocery sales by \$59. In addition to cost savings, these products improve the cleanliness and safety while extending product shelf life.

Grocery stores that switch to LED lighting experience excellent results

- Specialized UV disinfecting lights can be used to protect customers and employees from common viruses, bacteria, and mold.
- Maximized appearance of freshness in the produce & floral departments with appropriately color tuned LED fixtures & controls.
- Increased energy efficiency & product visibility with low heat emitting LEDs.
- Reduced maintenance, especially in parking lots and in cold cases where the lower temperatures extend LEDs' product life even more.
- Improved security and reduced liability in the parking lot which increases shopping after dark.

WESCO Energy Solutions will create customized lighting solutions that will maintain your brand identity, improve your customers' shopping experience, and increase your stores' energy efficiency.

WESCO's "White Glove" Renovation Process

1. Audit each location to evaluate light-level, efficiency specifications
2. Design individualized solutions to leverage the best products in order to maximize savings.
3. Provide complete project management to meet scheduling needs & minimize disruptions.
4. Manage rebate paperwork & approval to secure the projected funds on your behalf.



Optimizing Lighting Improves Product Appearance and Increases Display Life

COLOR TEMPERATURE

3500 Kelvin provides the most appealing color appearance

COLOR RENDERING INDEX (CRI)

80 to 90+ works best with 3500 Kelvin temperature

LIGHT INTENSITY

150 to 200 foot-candles adequately lights products without accelerating discoloration

LED IS BEST

Cool white fluorescent and HID lamps emit too much yellow, blue and green light while incandescent provide uneven illumination and heats the product

Light affects the color of refrigerated meat products in two ways: light intensity and light type. When light intensity is too great, discoloration is accelerated. When it is too low, the product is inadequately illuminated. This in combination with red lighting types create an appealing environment to merchandise meat products.

	Beef	Pork	Chicken	Salami	
6500 Kelvin 86 CRI					Blue appearance
3500 Kelvin 86 CRI					Desirable Red Appearance
4100 Kelvin 64 CRI					Grey Appearance

While warm lighting works well for meat cases, it isn't the right choice for seafood. Ice can appear yellow and unattractive under very warm temperatures. Color temperatures in the 4200 to 5000 K are ideal.

Additional Benefits of LEDs in Cold Cases

- + Refrigerated cases are high traffic due to customer use and employee restocking activities. LEDs are better suited to stand up to the wear and tear of this kind of continual use.
- + LEDs, when specified with the proper International Protection Marking (IP), will stand up to cleaning chemicals in meat and seafood cases and constant misting in produce areas.
- + Open multi-deck cases often have shelving that can be rearranged. LED case lighting can be installed with magnets and movable cords and plugs which are easily adjustable.

Four Ways Parking Lots Can Increase Grocery Store Sales While Reducing Operating Costs and Liability Issues

1. LED parking lot lighting can reduce energy use by up to 75% compared to conventional lighting.

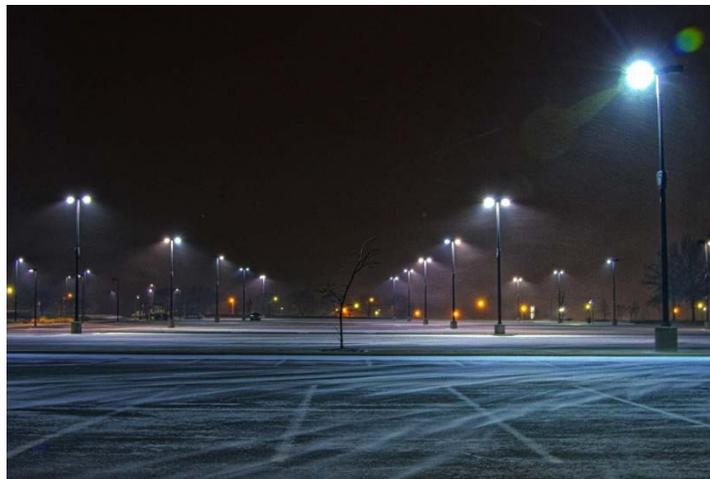
Energy Star estimates that every energy dollar saved is equivalent to \$59 in grocery sales. Meaning LEDs offer an instant improvement to your store's bottom line. LEDs also last 2-4 times longer than conventional lamps, reducing maintenance costs as well.

2. A well lit parking lot extends the hours during which customers are willing to shop.

Retailers who improve their parking lot or garage lighting routinely report a 7.5% to 15% increase in the number of cars parked per day. According to *Parking Today Magazine*, parking facilities nationwide represent the third most frequent place in which violent crime occurs. Grocery shoppers intuitively know this and seek out shopping opportunities where they feel safe. Lots that are well-lit and well-maintained encourage shoppers to visit after dark.

3. Parking lot lighting facilitates "smart" retailing.

Parking lot lighting represents an excellent opportunity to install all sorts of sensors. Things like occupancy sensors that dim lights in unused parts of the lot, sensors that provide information on car count, and even sensors that identify and track repeat customers by their smartphones. These sensors all either help save energy or provide useful data that can be used to increase sales and customer loyalty.



4. Electric Vehicle Charging Stations in the Parking Lot Can Attract Valuable Shoppers

There are currently over a million electric vehicles (EV) on the road. Over the next decade, it is projected that more than half of new car sales will refuel by plugging in. This is exciting news for the grocery business because EV drivers use apps to specifically seek out businesses that offer charging. These apps are essentially free advertising for your store and allow you to draw customers away from competitors that do not offer charging.

EV charging not only attracts customers but it keeps them around longer. Once an EV driver plugs in, they need to wait for 60 or more minutes while their vehicle charges. One major retailer found that EV shoppers tripled their time in store and, as a result, tripled their spend.

All of this, in and of itself, would be enough to install charging stations, but wait, there's more! Nearly every state offers some sort of rebate to offset the cost of installing EV charging stations. In some cases it can cover up to 80% of the cost, making EV charging stations a cost-effective way to attract and retain a valuable group of shoppers.

