

# Brighten Your Grocery's Profit Margin

## Use Less Energy For Store Lighting

High-quality lighting design can create the right atmosphere, boost sales and reduce energy bills.

### Use 35% Less Energy with Highly Efficient Overhead Lighting

**Step 1:** Look at your existing lighting fixtures. Many stores have T-12 fluorescent lamps in fixtures with magnetic ballasts. Often these fixtures can be retrofitted to high performance T-8 fluorescent lamps with electronic ballasts to save 30 to 40 percent in energy.

**Step 2:** Ask your lighting professional for advice about occupancy sensors. Keeping lights off when no one needs them can help you save more energy and money.

#### Which Kind Do You Have?



When you switch to T-8 lamps, be sure to change to electronic ballasts for optimal energy efficiency.



### Use 40% Less Energy with LED Refrigerator Display Case Lighting

Below are benefits of light-emitting diode (LED) light strips:

- 40 percent more efficient than T-8 lamps when used in cool temperature settings and constant 24-hour use.
- Provide a more-even light distribution.
- Can be dimmable.
- Can last up to 100,000 hours.
- Lower wattage lighting inside the case lowers demands on refrigeration.
- In 24-hour stores, can be tied to occupancy sensors for increased efficiency.

### Use Smart Lighting Design in Parking Lots

Most parking lots have far more lighting than the Illuminating Engineering Society of North America's *Lighting Handbook* (2000) recommends. You can save money and energy by following these suggestions.

**For existing lights:** Reduce lighting by using lower-wattage bulbs that can actually increase driver safety.

**For new lighting:** Consider pulse start metal halide lamps or LED lamps in fixtures that direct the light downward. Metal halide puts out more light in the blue part of the spectrum, which creates better visibility in low-light conditions.

