



StorePoint® 2013



*Sustainable
Growth*

According to the ***Lighting Research Center***, the integration of lighting on a shelf or fixture at the point of purchase **increases the likelihood of sale by 40%.**

And **LED's**, as pictured here **save energy!**



Integration of lighting elevates the brand image and greatly improves visibility of the products on display.

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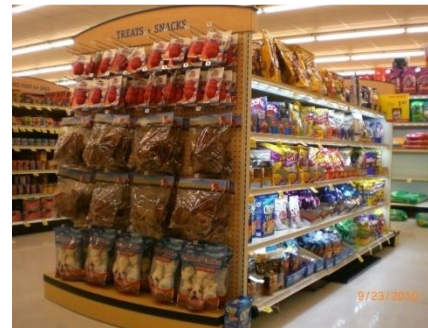
Lighting effectiveness—what are the facts?

While the anecdotal evidence is significant in support of the positive impact on the shopper (she can see the product Better...lingers longer!) from lighting product better at retail, there is not a plethora of written documentation as to its positive impact. The amount of “task or product ” lighting continues to grow as retailers and brands seek to differentiate their environments, address regulatory issues, and make shopping more interesting and easier across a range of categories...here are just a few examples of categories benefiting from task lighting:

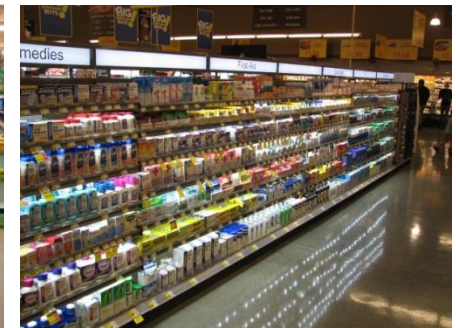
Pro Hair Care @ Target



Pet @ Giant Eagle



HBC @ Mariano's



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This presentation is Draft # 1 in our quest to bring together as many case studies and facts about the impact of lighting on consumer shopping behavior and sales.

Retail lighting...

- Since the introduction of electricity, it has been in all the store design and architectural textbooks. Light is needed to see in an enclosed retail space and all designers know it can add impact, visibility and emotion to a given area of the store/product area.
- Today, for a number of reasons, we are seeing a significant trend in retail lighting impacting the ratio of lighting solutions positioned above eye-level versus those at or below eye-level. Or to say it another way, **retailers are doing less ambient lighting and more “task or focused lighting on the product”**.

Some of this trend is be driven by regulations related to lighting energy per square foot. So, retailers can meet some of these new requirements by taking a lot of ambient light out of the store and instead apply it to specific departments and areas of the store. Focused lighting also can highlight and sell more of a retailer's strategic categories.

“Light profoundly affects our feelings or well-being, of awe, and wonder of Mood, of comfort, of motivation.” - Louis Erhardt

TRINITY Case Studies (where we have information)

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New in line system combined use of accent and spot lighting, hair color swatches, segmentation graphics and interactive touch screen monitor that simplified the color match selection process, and were all part of a revitalization program for the entire category.

Test sales increases thought to be approx. 20%.

Hair Coloring Reinvent System



Under shelf lighting
(Patent Pending)



LED Lit Panel

Lit cubes created hot spot areas on shelf to communicate special features

Lighting--Trio Shelf Edge Light-LED

- Triple light projection:
 - upward on product
 - downward on product
 - shelf edge graphics
- Highlights segmentation graphics on front channel
- Universal design. Spring clips to most dairy shelves
- Simple daisy chain installation
- Adaptable with standard UPC price tags and secondary in store media devices
- Designed for refrigerated environments



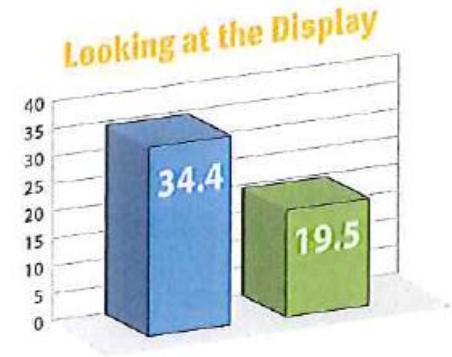
Sales
increased
more than
6% in three
week period



Other Case Studies

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The following results were published in early 2011. Merchant Mechanics, LLC, a consumer research and consulting firm, published these results re the affects of white light on a display. Research was done for a “high end specialty retailer”. The results proved that increasing light levels for products can result in sales increases of more than 100%.



■ With Lights ■ Without Lights

In-store research that tracked shoppers from the sidewalk to the cashwrap determined that many more of them entered the store, browsed the merchandise, and bought something when the display was lighted than when it was not.

Case studies where improved lighting has improved sales:

Over a two year period after the **Colonial Park Plaza in Harrisburg, Pa** replaced their incandescent lighting with higher output fluorescent lighting, mall traffic increased by a third and stores' sales increased by \$10 million, a 38% increase from before the lighting system was replaced; this sales increase led to a 19% profit increase. Increased interest among retailers lowered the mall's vacancy rate from 19% to 6%. The 66% savings in energy and maintenance expenses were estimated to be 200 times less the profit from the additional sales and other benefits. All factors considered, the payback period for the new lighting system was estimated to be less than 100 days not factoring in the increased center asset value, and six days otherwise.

The old lighting system only generated 3 to 5 fc of light, contributing to what can be perceived as an uninviting atmosphere. A properly designed lighting system is capable of affecting customers' moods in a positive way, drawing customers to items, increasing impulse purchases, and helping customers quickly and easily identify items.

Horner, Robert. "Lights, Center, Action: How improving a center's lighting program can increase its profits". <http://nlb.org/index.cfm?cdid=10336>

Mendelsohn, Cary. "Seeing is Believing". <http://nlb.org/nlb/File/SeeingisBelieving.pdf>

Mendelsohn, Cary. "The Key to the Benefits of High-Benefit Lighting".

<http://nlb.org/index.cfm?cdid=10388>

Case studies where improved lighting has improved sales:

After the installation of high-efficiency lighting at the **Thalhimer Brothers Cloverleaf Mall** in Richmond, VA, an immediate increase in sales was noticed which could not be explained by other factors. According to the company's vice president of properties, Robert Young, **"Virtually overnight, sales shot up by about 8%. And it was sustained. The one and only explanation seemed to be the new lighting."**

While the new system served its purpose in reducing energy and maintenance costs by \$20,500 annually, it is the profit from the annual sales increase of \$1 million that brought the **payback period for the new lighting system down from 2.3 years to less than a year**. Despite the brightness of the racks being reduced from about 50fc to 35fc, the improved light distribution and glare control improved the perceived lighting quality and the resulting appearance.

"Better Lighting Increases Sales at Thalhimers". <http://nlb.org/index.cfm?cdid=10418>

Case studies where improved lighting has improved sales:

The correlation between well-designed lighting and sales has also been noted by the **Sloan Supermarket chain, where a replaced lighting system was accompanied by a 15% increase in sales.**

Pillowtex Corporation saw a custom lighting system for pillow displays **increased sales by \$900,000 annually.**

The Lighting Research Center in Troy, NY found that one year **after remodeling the lighting in the Bakery area of a supermarket, the number of items sold was 42% higher** than the year before...despite the opening of two new supermarkets within a 20-minute drive. The study also concluded that customers notice lighting changes and that lighting can influence customers' buying decisions. A visually attractive environment can lead to increases in sales.

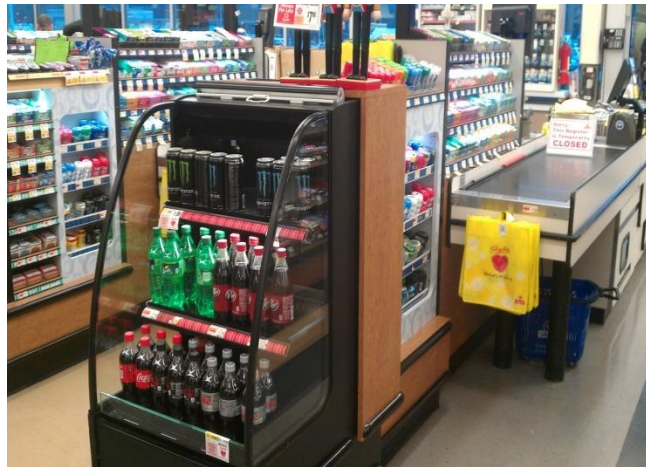
Other considerations:

Paco Underhill, author of **WHY WE BUY** and other books/articles re how shoppers buy, has noted that people buy more when they linger longer...lighting makes women, in particular, more comfortable and willing to linger longer. He has also noted that as our nation continues to age, lighting at retail only becomes more important.

The corollary of this is that from shopper research we also know that the percentage of time your customers' eyes are locked onto products, versus anything else, they are more likely to buy that product. Product lighting facilitates that "locking in" as Merchant Mechanics proved. Or, more simply, you only buy what you see.

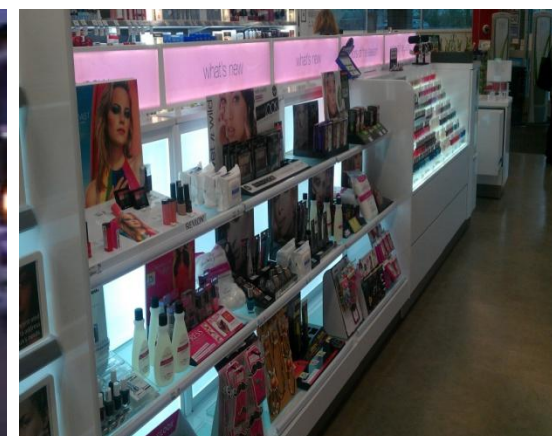
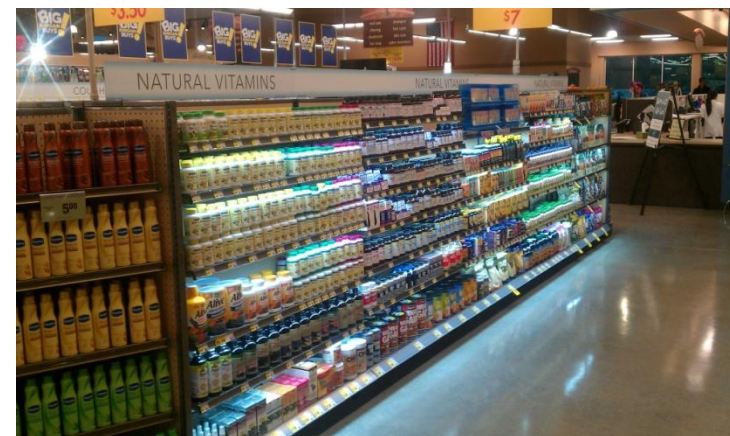
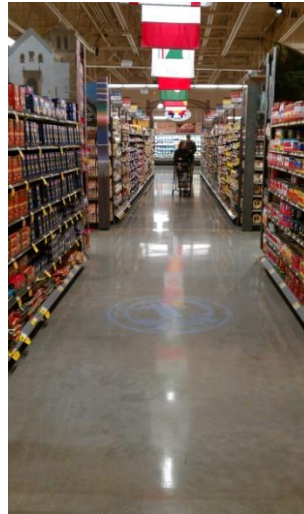
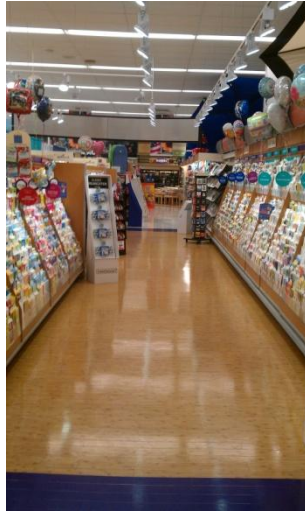
Where is there light today...specifically task lighting? Almost everywhere.

Beauty, apparel, coffee, front-end, center store, alcoholic beverages, produce...



Where is there light today...specifically task lighting?

Nail polish, greeting cards, international foods, refrigerated, eye-wear, vitamins, Halo's...



The list could go on...

**Thank you...
we look forward to following-up
with you to provide
Effectiveness of Lighting at Retail, 2.0
as we continue to document the
importance of task/product lighting at retail!**