



# Optimum Lighting

## STORE MANAGERS:

### THE SECRET TO BOOSTING YOUR BOTTOM LINE

As a retailer, you are busy with customers, inventory, cash registers and personnel. Do you have the time to care about your store's lighting system or become a lighting expert?

Actually, having a little knowledge can reap many benefits including boosting your bottom line. The trick is to know enough to make the right decisions - those that will improve productivity, retail sales, safety and security, and the bottom line while maintaining your store's brand identity.

#### ***Some basic lighting facts for the Store Manager***

**1. *Improving employee productivity*** - Employees need the highest-quality lighting that will assist them with their efficiency at the register for inputting numbers correctly, in the stockroom to quickly identify numbers and replenish stock. The misconception is customers are not going into the stockroom so why have good lighting. Actually, you can reduce your customers wait time while someone searches for merchandise by simply improving the stockroom light.

**2. *Increased sales*** - High quality lighting creates ambiance and attracts customers into the store. Better interior lighting results in shoppers spending more time in the store, leading to increased sales.

**3. *Safety and Security*** - Proper outdoor lighting creates a safer environment for customers in front of the store and in the parking area. By eliminating the dark areas outside the store, you are creating a less inviting atmosphere for criminals to conduct business and a more inviting area for customers to shop.

**4. *Better lighting for your customer*** - Whether your store is a specialty store, discount or warehouse, it is important to have lighting that will play a dramatic role in how customers view merchandise. Customers need to be able to see the merchandise they are considering buying. Can they see colors in their true hues? If you ever hear the complaint, "It looked so different in the store," you've got a problem.

**WIEDENBACH-BROWN's professionals can assist you with creating Optimum Lighting. Contact us today at **1-800-243-0030** or visit us at **[www.WBLight.com](http://www.WBLight.com)**.**