



A typical small retail store would need to earn an additional \$9,518 annually to equal the money saved by switching to LED lighting.*

Not only can small retail stores save energy by using more energy efficient equipment, but there are additional positive effects on the overall revenue and environment of the store. By simply upgrading to LED lights and energy efficient HVAC systems, your small retail store could see the following benefits. *

- Brighter lights to highlight products and increase sales.
- Improved customer and staff safety, comfort and visibility.
- Increased staff and operational productivity.
- Reduced maintenance, product handling and waste disposal.

* Based on a 2017 DNV GL study



“...LEDs should last 13 years longer ... Making maintenance easy. The temperature difference is amazing as well. The air conditioners no longer have to run all the time. So glad we were able to make the change”

**- Brian Mester, Maintenance Supervisor,
Arnie's Arts and Crafts**

Consumers Energy offers rebates, technical services and more to help small retail stores like yours become more energy efficient. Our team is here to walk you through the program requirements and available resources.

Contact us

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Learn more at

ConsumersEnergy.com/startsaving

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Small Retail Store Hidden Benefits of Energy Efficiency

Consumers Energy

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Energy Efficiency Impacts in Small Retail Stores

The following non-energy improvements can result from upgrading to energy efficient equipment:

O&M Costs Savings

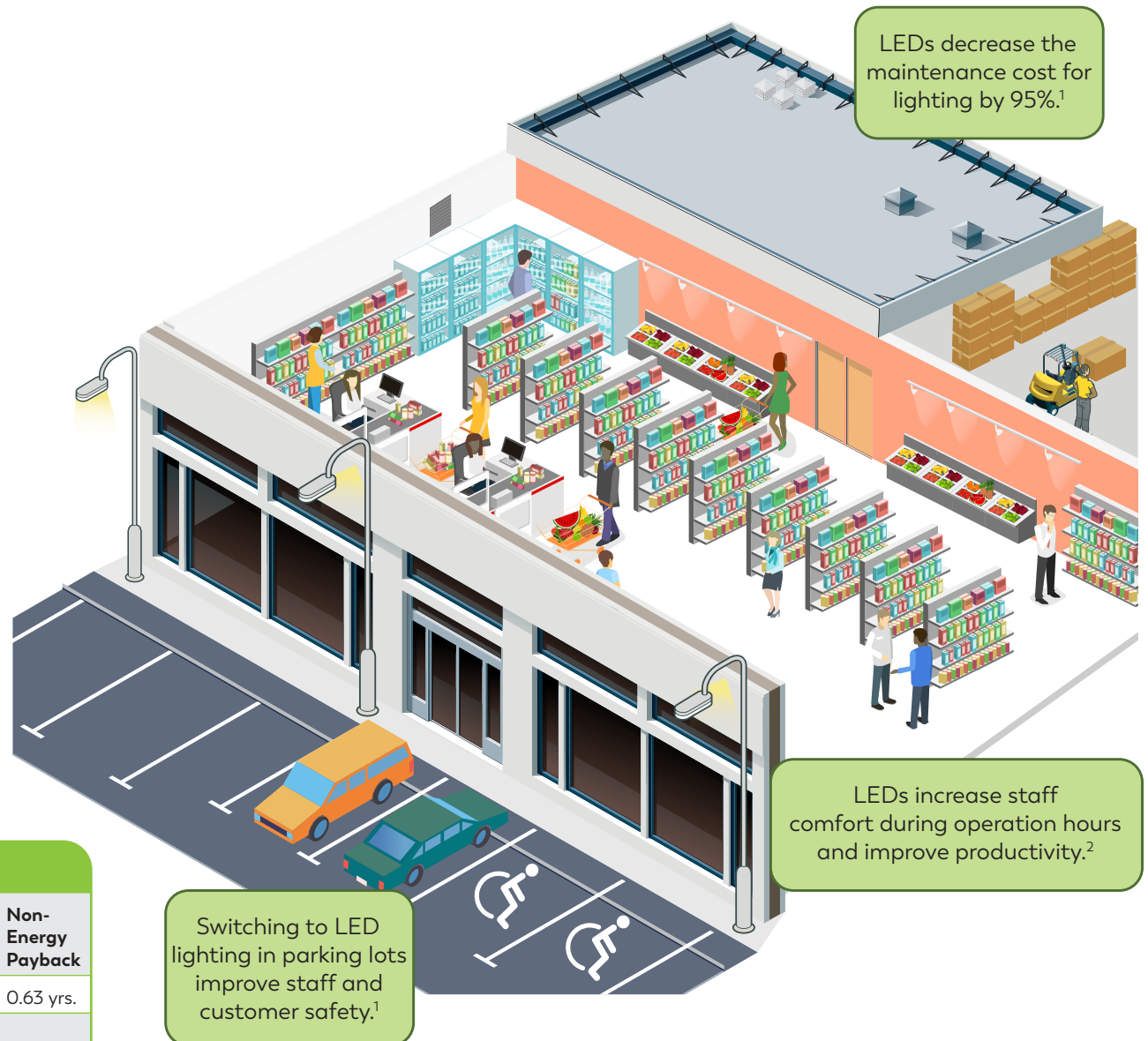
Every time a store requires maintenance, shelves have to be cleared to complete it. By installing energy efficient products, stores make fewer maintenance calls and spend less time restocking and reorganizing shelves. Given the long life of LEDs, maintenance costs can decrease by 95%.

Increased Productivity

LEDs improve staff visibility and increase their performance by reducing fatigue. Shoppers are more alert causing them to be more active and interested in shopping. LEDs can improve display lighting and the appearance of products, resulting in an increase in sales.

Increased Safety

Poorly lit parking lots at night are dangerous for staffs and customers. LEDs provide an increase in safety and can contribute to decreased theft in stores and parking lots.



O&M Cost Savings					
Equipment	Energy Savings	Non-Energy Savings	Total Savings	Energy Payback	Non-Energy Payback
Lighting	\$2,651	\$6,867	\$9,518	2.26 yrs.	0.63 yrs.
Kitchen/Refrigeration/Laundry	\$2,092	\$60	\$2,152	2.47 yrs.	2.40 yrs.
HVAC & Heating Equipment	\$1,321	\$0	\$1,294	2.24 yrs.	2.24 yrs.

1. Non-Energy Impact Marketing Analysis by Industry, Special Cross Sector Research Area[PPT]. (2014). DNV GL.
 2. Family and Farm Case Study. DNV GL.