



**A TYPICAL BIG BOX RETAIL STORE
WOULD NEED TO SELL 1,776 \$20
SHIRTS ANNUALLY TO EQUAL THE
MONEY SAVED BY SWITCHING TO
LED LIGHTING***

Not only can big box 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 heating, ventilation and air conditioning systems the following benefits can occur:

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

* Based on a 2017 DNV GL study

**“...ENERGY EFFICIENCY CAN
REDUCE MAINTENANCE
EXPENSES, AND [INCREASE]
SALES.”**

**- Brad Thorsby, Owner,
Riverside Market**

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

CONTACT US

877- 607- 0737

ConsumersEnergyBusinessSolutions@CMSEnergy.com

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**Big Box
Retail Stores’
Hidden Benefits
from
Energy Efficiency**



The Impacts of Energy Efficiency in Big Box Retail Stores

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



O&M Cost 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 percent.



Increased Productivity

LED lights improve visibility and increase worker performance by reducing fatigue. Guests 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.

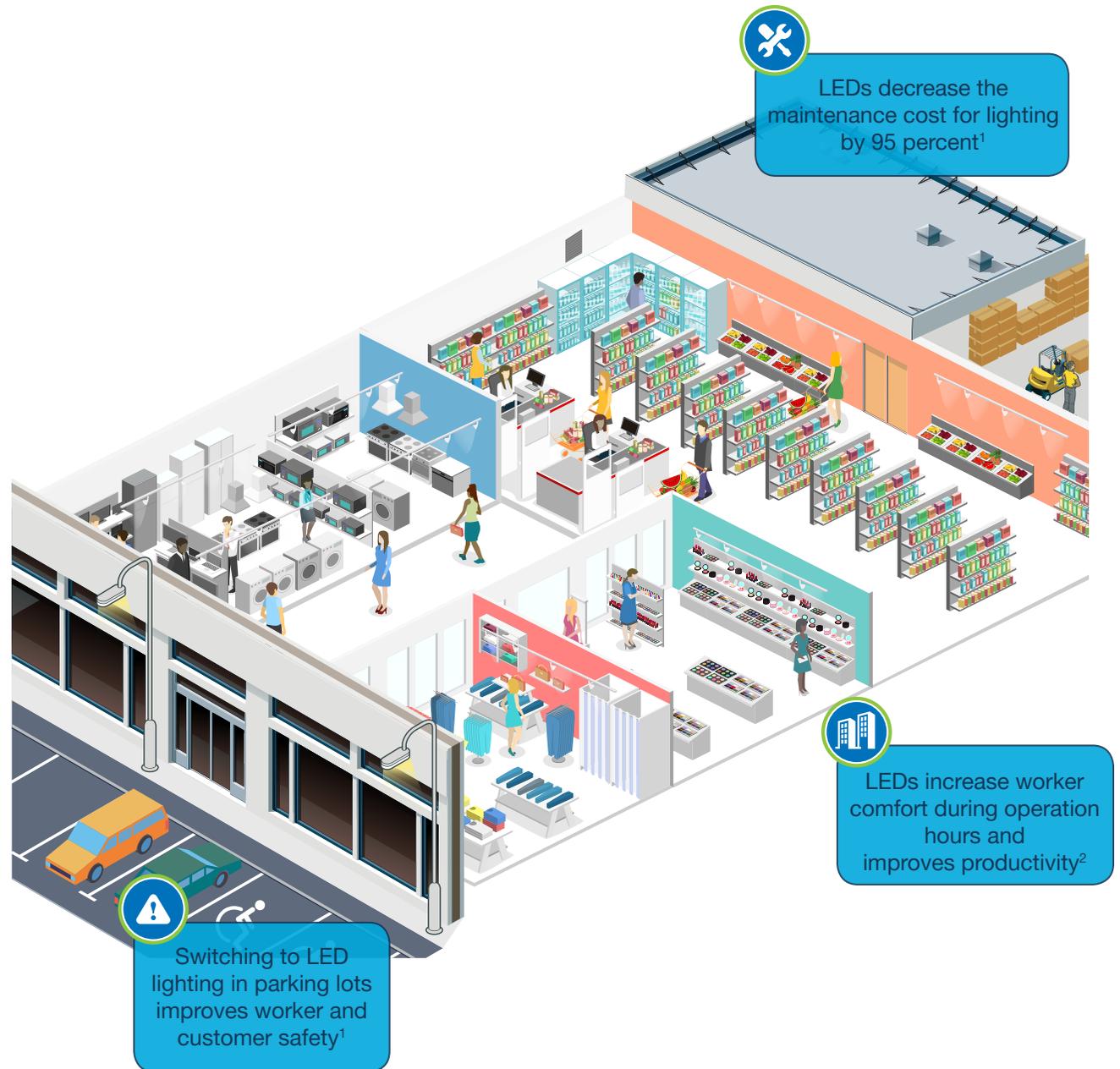


Increased Safety

Poorly lit parking lots can be dangerous for workers and customers. LEDs provide an increase in safety and can contribute to decreased theft in stores and parking lots due to improved light levels.

O&M Cost Savings

Equipment	Energy Savings	Non-Energy Savings	Total Savings	Energy Payback	Non-Energy Payback
Lighting	\$5,678	\$29,846	\$35,524	2.12 yrs.	0.34 yrs.
VFD	\$4,028	\$0	\$4,028	2.11 yrs.	2.11 yrs.
Kitchen/Refrigeration/Laundry	\$3,202	\$92	\$3,293	2.47 yrs.	2.40 yrs.
HVAC & Heating Equipment	\$10,146	\$0	\$10,137	2.54 yrs.	2.54 yrs.



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