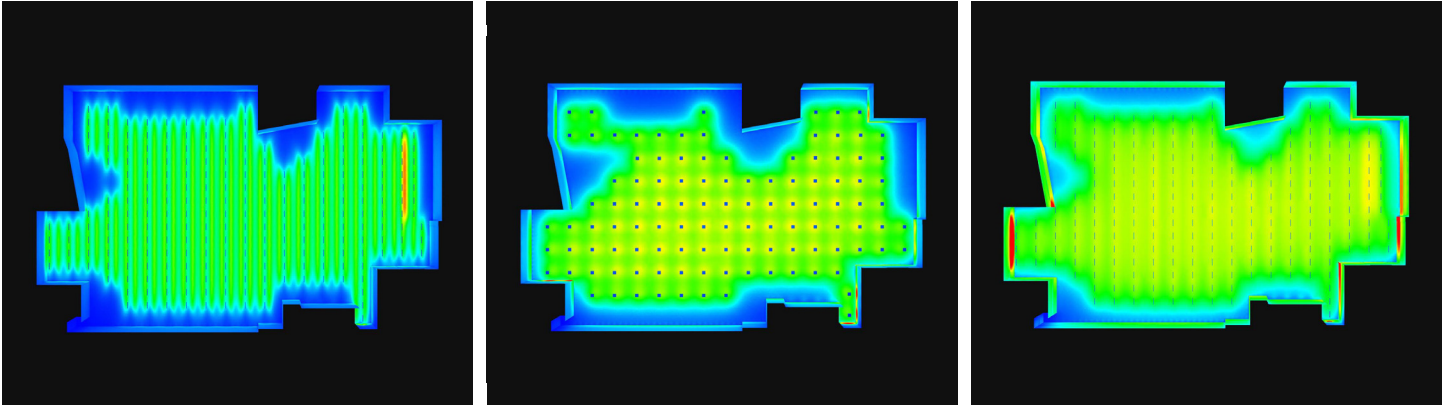


## CASE STUDY // Retail lighting



# National retailer saves on lighting package, streamlines project thanks to Regency's data-driven approach

*Regency seeks to understand customer goals and aesthetic, delivering unparalleled savings and performance*

## Overview

When it comes to pricing out a lighting package for a retail store, simply parsing through cryptic fixture specs and prices can be a gamble.

If the goal is to harness lighting to attract customers, reduce shoplifting, and highlight specific merchandise, it is critical to carefully analyze a product's performance in the space at hand to know whether it will deliver the desired results at the best overall value.

When our lighting design team was brought in to value engineer the plans of one nationally-known outdoor goods retailer, **a more strategic design saved the customer over \$61,000 in upfront material costs and nearly five percent in energy usage.**

In some cases, our design team may not select the least expensive fixture available, opting instead for a better-performing option that will deliver better results for a customer — be they energy savings, delivered lumens, reduced installation labor, cleaner aesthetics or whatever measure of success the customer sets. We can determine this through thorough comparisons, involving photometric renderings.

## Results

- Reduced up-front materials costs
- Accurate fixture comparisons
- True-to-specification store visuals
- Reduced risk of lead time delays
- Easier decision-making process

## Customer-centric lighting design

With each project, Regency seeks to intricately understand its customer's end goals before bringing any lighting products to the table. Regency's visual and manufacturer-agnostic approach to lighting design helps to ensure the optimum fixtures are all on the table while making the final product decision easy. Meanwhile, photometric studies help to uncover how well a product will perform without committing to a full mockup.

This consultative approach drives the final design recommendations based on the best fit product to meet customer needs rather than a specific lighting brand. Our extensive experience with retail enables us to consult on contrast ratios, light levels, color, and other visual aspects to help retailers truly maximize merchandising best practices.

Focusing on setting the merchandising, maintenance, and energy teams up for success through a comprehensive, cost-effective, up-front design process, we stay up to date with the newest products on the market -- vetting them in house and through field commissioning -- to ensure we're offering the best product we can for each nook and cranny in each customer's space.

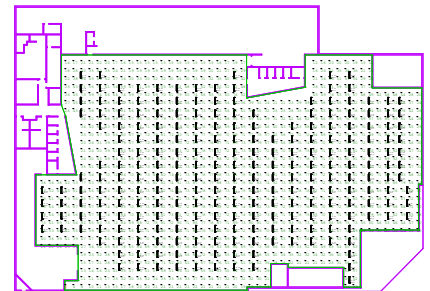
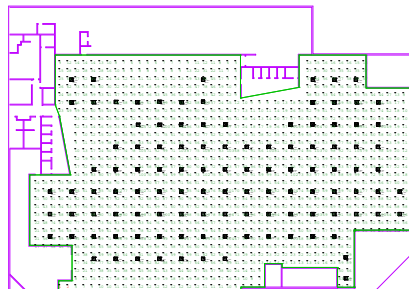
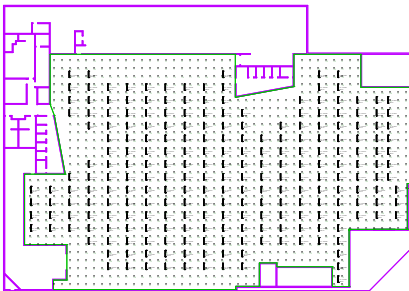
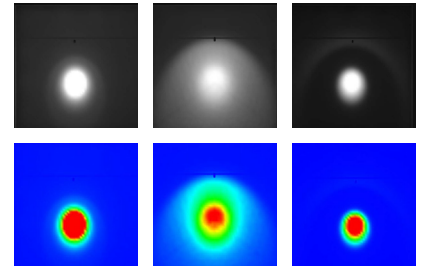
We present each customer with multiple fixture and manufacturer options, rendered via photometrics, so a visual decision can be made based on the traits of an individual space rather than choosing based on the specs found on a cut sheet.

### WHAT IS VALUE? ENGINEERING?

Value engineering is too often viewed as a necessary evil in construction -- just another inevitable step in buildouts and refreshes. We view it differently.

Too often, VE-ing a project throws a wrench in the original design intent, and adds unnecessary layers to a project. This can result in lost time and underperforming product.

When one of Regency's lighting designers is involved early in the process, you can avoid the value engineering crunch altogether and still come out ahead on your budget, confident that the final product will be more consistent and on-brand across your projects.



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