

RETAIL

SUSTAINABLE DESIGN & PRACTICE BENEFITS

Bottom Line

Energy and cost savings attributed to efficiency measures are well documented. However, sustainable design and practice could have an impact on your bottom line far beyond reduced utility bills.

What if you could increase sales, create a more pleasing shopping environment, and improve worker productivity?

ACCORDING TO RECENT STUDIES:

66% of consumers worldwide prefer to support companies that give back to society

Shoppers spend more time in *well-daylit* stores

82% of "green customers" said that they *would pay a premium of at least 5%* for green products and services

Employees of companies that voluntarily adopt "green practices" are **16%** more productive than the average



Savings Case Studies

A study of 108 retail stores conducted by The Heschong Mahone Group (HMG) statistically demonstrated that **diffusing sky-lights improve retail sales by 40 percent** compared to retail stores without daylight. **An increase in sales for a typical store from \$2.00/ft² to between \$2.61 and \$2.98/ft²** might be expected with the addition of a skylight system.

Havertys is a full-service home furnishings retailer that in 2013 selected a Virginia Beach showroom for a lighting upgrade. The solution was to **replace all of their track lights with more efficient LED lighting**. The transition to LED lights has been a big success **providing higher quality lighting for showroom products**.



Other Benefits

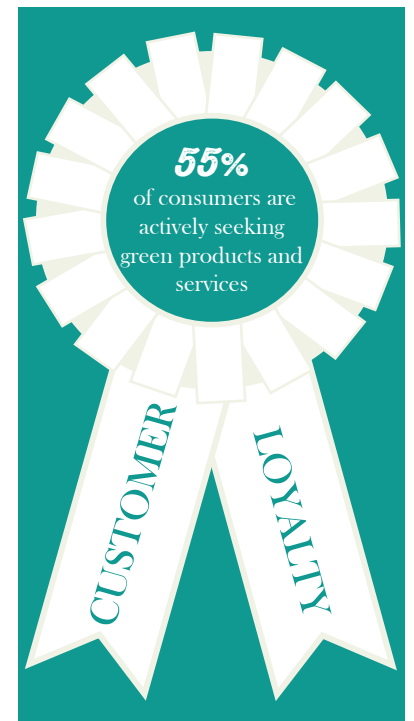
- Creating a more pleasing shopping and working environment
- Managing reputation or brand
- Stimulating the economy through the creation of jobs

(The recycling industry employs over 1 million people and generates \$200 Billion in annual revenues)

Where to Start

- Lighting upgrade
- Install occupancy sensors
- Turn things off when not in use
- Recycle or reuse product packaging
- Set thermostats to minimum settings in stockrooms and offices

For More Information Visit:
https://www.energystar.gov/ial/business/challenge/learn_more/Retail.pdf



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