



**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.\***

*\* Based on a 2017 DNV GL study*

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 HVAC systems, your big box retail could see the following benefits.\*

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

**“... 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. Learn more at [ConsumersEnergy.com/StartSaving](https://www.consumersenergy.com/StartSaving)

## Contact us

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## Big Box Retail

*Hidden Benefits of  
Energy Efficiency*



# Energy Efficiency Impacts 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%.

## Increased Productivity

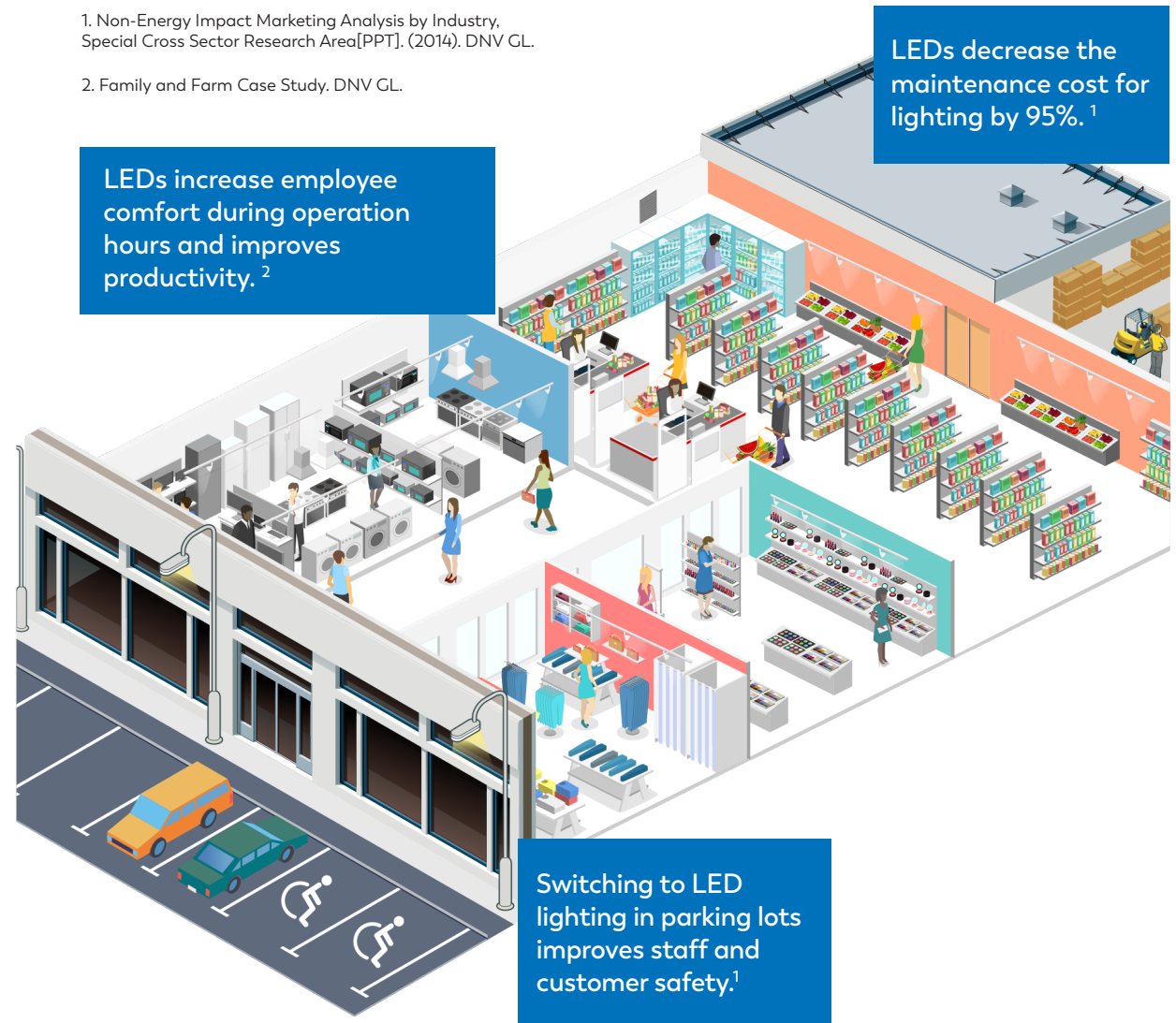
LED lights improve visibility and increase staff performance by reducing fatigue. Shoppers are more alert causing them to be more active and interested in shopping. LEDs can improve display lighting and the appearance of products, resulting in an increase in sales.

## Increased Safety

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

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.



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.
Compressed Air	\$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.