

WHY LED?

Focus On Increased Product Sales & Savings



The Product Savings of Light

LEDs are often specified for retail applications due to their long life, and reduced energy usage. But what if they could extend the shelf life of store products? A study conducted by Kansas State University found that the use of LED lights in refrigerated meat cases could extend the shelf life of some meat.

Raw meat will discolor relatively quickly in a refrigerated case due to the exposure to oxygen and UV light. While a discolored meat may not be expired or rancid, the perception to the average consumer is that it's past its prime. Because of this perception, retailers must discount or dispose of product, and are unable to sell it at full price, reducing their already tight margins. Since LEDs do not give off UV light, the discoloration process is much slower than it is with fluorescent lights, which do give off UV light.

In addition to color retention, LEDs also keep meat colder, extending the shelf life even further. By using LEDs, retailers can prolong the life of their product, giving them the best chance to sell it at full price.

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The Increased Revenue of Light

It is a common misconception that LEDs are significantly more expensive than fluorescents. While their initial purchase cost may be more than a fluorescent the LED will pay for itself in energy savings, reduced maintenance cost and most importantly, increased product sales. A study conducted by *The Lighting Research Center* confirmed that 88% of shoppers preferred the look of an LED case over a fluorescent case. *LEDs Magazine* took this study a step further and evaluated the sales on a fluorescent case versus an LED case. The results of the study are shown below. The additional revenue earned from the LED case will more than pay for the higher initial cost.

	LED Case	Fluorescent Case
Annual Sales Per Door	\$42,338	\$35,578
% Sales Improvement	19%	N/A
% Margin on Goods Sold	16%	16%
\$ Margin on Goods Sold	\$6,774	\$5,692
\$ Annual Improvement	\$1,082 per door	N/A

The below return on investment is based on retrofitting the fluorescents in the refrigerated case with LED. Operating hours were calculated at 24 hours a day, seven days a week. Costs of fluorescent bulbs, energy and maintenance are based on national averages.



LED vs Fluorescent ROI

Number of Fixtures Needed	8	8
Watts Per Fixture	22	36
Total Fixture Cost	\$1,360.00	\$0.00
Energy Cost/Year (\$0.12/KWH)	\$185.01	\$302.75
Maintenance Cost/Year	\$0.00	\$165.01
Total Cost of Lights/Year	\$1,545.01	\$467.76
Increased Sales Per Case	\$1,082.00	\$0.00
Cost/Year Less Increased Sales/Case	\$463.01	\$467.76
ROI in Months	0.98	N/A

*Please contact your local elio sales representative for a more detailed ROI on your project.

Now that you know the benefits, the choice is simple, **elio LED Lighting**



Edge Lights



MR16 Lights



Adjustable Mounting System



Stealth Mounting System



Sirius Lights



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