

Lighting Control & Design

Since 1987, the industry leader in all-digital lighting control design and products

SMALL RETAIN CASE STUDY

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National Small Retail Specialty Chains Sold on Centralized Control of Lighting & HVAC Systems

(Los Angeles, CA, 1 Apr 2008) Two national retail chains, J. Jill and Charlotte Russe, had a single priority for lighting control: centralized management of lighting and HVAC systems from national headquarters. The controls had to be so intuitive as to require little or no training of store personnel and the “cost” for this nationwide system had to be in line with the existing time contactors, time clocks and regular set-back thermostats in order to receive approval from central office. With over 300 outlets nationwide, corporate headquarters at both Charlotte Russe and J. Jill were concerned about impact on the bottom line.

LC&D’s reputation with other national specialty retailers made them the logical choice to provide both J. Jill and Charlotte Russe with a scalable, networked lighting control system offering lighting and HVAC controls accessible from one national location. For the very first time, national headquarters can program, monitor and control lighting and HVAC controls in local retail outlets. The system is user friendly for employee training and virtually maintenance free.

LC&D’s 24 hour product turn around and 24/7/365 technical support capabilities closed the deal.

Charlotte Russe’s top priority was centralized control and efficient energy management. Additionally, they needed an intuitive lighting control system which allowed for flexible scheduling and limited employee interaction with temperature and lighting controls. J. Jill’s main concern was flexibility for changes in store schedules and reducing lamp replacement cost.

“Charlotte Russe came to us with a laundry list of requirements that would help them save energy costs with a resultant boost to the bottom line. They had not been able to get this wish list fulfilled at an affordable price until we gave them our numbers, reflects LC&D National Sales Manager Ward Christiansen.

Christiansen adds, *“Initially both Charlotte Russe and J. Jill were particularly interested in handling code compliance issues with the GR 2400™ System. But after being shown how our T-Link™ Card with Intelligent Thermostats could add to their savings, both Charlotte Russe and J. Jill added it to their specifications. Additionally, both specified LC&D’s Soft-Start™ relays for their incandescent lamps. These reduce “hot-shock” and premature lamp failure, a costly monthly operating expense item for any retailer. Though Charlotte Russe and J. Jill use our software for monitoring each store, they also take advantage of our free dial up programming support. This reduces training for support personnel.”*

According to LC&D VP of Marketing & PR Jon Stachelrodt, *“We can deliver a system comparable to those available for big box retailers but at a price more suitable for specialty retailers. We can adjust schedules and temperatures. We can monitor lighting and the status of RTU’s and run logging reports for scheduled lamp changes. We can limit the ability of store personnel to locally adjust thermostats and prevent condenser freeze-up.”*

For remote or local monitoring or programming, LC&D’s Unity™ Lighting Control Software bundles design, control monitoring and management in one, free, easy-to-use system. Unity GX™ Advanced Graphical Software offers complete graphical control from any computer (for local and global controls).

Lighting Control & Design (LC&D) is the Los Angeles-based manufacturer of the 100% digital GR 2400™ lighting system, along with other digital lighting control products and software. Lighting Control & Design manufactures simple, yet flexible lighting controls.

The heart of LC&D’s lighting controls is the GR 2400™ system, a single system ideal for any size application from a parking lot to a retail store to a high rise building. Our scalability eliminates complex choices. The GR 2400™ System is a 100% digital solution to lighting control.

LC&D offers a wide breadth of products ranging from dimming to building automation interfaces, to digital thermostats all within a single system. The GR 2400™ system was developed as a complete vertically engineered package.