

Robert's Seafood Market

Seafood market improves product lighting quality and steps closer to sustainability goals with LightEdison.

LightEdison collaborates with WindSolarUSA to deliver a model turn-key lighting solution.

Challenge

Robert's Seafood Market was founded by Henry Robert, Sr. in 1916 in downtown Springfield, Illinois. Inconsistent and uneven legacy lighting was causing low light conditions that were not properly showcasing their array of great seafood and other complimentary products offered, making a direct impact on overall profits. The customer was also searching for ways to continue to meet corporate sustainability goals as well.

Solution

LightEdison specified and WindSolarUSA installed 17 retrofit kits and 65 replacement lamps; increasing ambient light levels by more than 15% and creating an even light distribution across the facility. This resulted in an improved customer experience by correctly highlighting products and thus increasing sales and employee productivity. By creating a visual hierarchy in the lighting design plan, customer attention is directed to the appropriate areas of focus such as specials, sales and featured products. Through improvements in color rendering the ownership was able to offer their customers a fresh and vibrant atmosphere, conducive to the standards set forth by their founder over 100 years ago. Overall lighting energy use was reduced by over 65% even with dramatic increases in illumination.



Results

Robert's Seafood has avoided paying a net \$22,490 over the next 10 years. More importantly they have enriched the customer experience within the stores leading to increased daily traffic flow and repeat business, as well as improved employee productivity. The leadership was also able to move a step closer to their bold sustainability goals.

Testimonial

"Our LED lighting project dramatically increased the light quality of the retail area of our seafood shop, and has been well received by both our customers and employees – all while significantly reducing our monthly energy costs."

– Robbie Robert, Owner, Robert's Seafood



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