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## QUALITY FOODS Errington, British Columbia

### LED Upgrade Answers Merchandising, Innovation and Cost Savings Objectives

Quality Foods, Vancouver Island BC owned and operated since 1982, employs nearly 850 people in eleven full-service grocery stores. In March 2012, Quality Foods was awarded Gold Standard for being voted one of Canada's 50 Best Managed Companies for four consecutive years. The award recognizes best management practices that incorporate technical ability, human resources, financial performance, business management and social responsibility. This prestigious national award, sponsored by Deloitte, CIBC Commercial Banking, National Post, and Queens School of Business, continues to be the mark of excellence for Canadian-owned and managed companies.

## case study

### Challenge

Being voted one of Canada's fifty best-managed companies doesn't happen by accident. Quality Foods earned the designation by being open to innovation, diligently managing its financial performance and adhering to its number one goal to make its customers' shopping experience as unique and positive as possible. In alignment with its mission, Quality Foods sought to upgrade its low-temperature reach-in cases to reduce operational expenses and enhance its store image.

### Solution

Jones Food Store Equipment, Ltd., a Hussmann distributor for 41 years and trusted equipment supplier for Quality Foods, talked to store owners about the efficiency and merchandising benefits of Hussmann EcoShine II LED lighting.

Impressed with the advancements in LED lighting technology, Quality Foods moved forward with an LED upgrade for its low-temperature reach-in cases. "LEDs have gotten a lot better over the years," said Ken Schley, co-owner of Quality Foods. "There were some restrictions with LEDs at first. Their size wasn't right. They didn't fit the older cases. Those issues have been resolved. The LEDs now are brighter. You have the right colors. They're a good way to present product. And it is only going to get better as the technology continues to develop."

### Merchandising effectiveness

Using the right lighting is essential for getting the perfect color, warmth and appeal for each food type. EcoShine II LEDs offer a color rendering index (CRI) of 80+ to provide exceptional color vibrancy. The bright, even light distribution created by the EcoShine II LEDs ensures that every product facing has an equal visual impact from top to bottom and across the case. EcoShine II LEDs also emit less heat into the display case than fluorescents, which reduces the rise in internal product temperatures and helps maintain product freshness and appearance.



Using the right lighting is essential for getting the perfect color, warmth and appeal for each food type, whether its meat, produce or frozen.



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### Energy efficiency and operational savings

EcoShine II LEDs also provide significant energy savings. On reach-in cases, retailers can realize 69% in energy savings vs. standard T8 lighting. While Quality Foods appreciates the savings, it wasn't totally what made them embrace the technology.

"Electricity in our area is fairly reasonable, so energy efficiency wasn't what drove us to the LED lighting," said Schley. "Our decision was more about the maintenance of the EcoShine LEDs; the reduced need for maintenance, that is." With excellent durability and a minimum expected lamp life of 5-7 years, the EcoShine II LEDs help Quality Foods reduce operating costs.

### Results

Quality Foods expects a substantial maintenance cost savings, as well as a reduction in energy use, due to the EcoShine II LED upgrade. In addition, the brighter illumination, uniform lighting and truer product colors achieved with EcoShine II LEDs are an important part of the image Quality Foods wants to project in their stores.

"Our customers might not specifically notice the LED lighting, but they will notice a difference between Quality Foods and another store," said Schley. "They'll like our product presentation, the merchandising, the clean, safe look we achieve. They might not know that the LED lighting is enhancing their shopping experience, but they'll know they want to shop in our stores."

"At Quality Foods, we want to be part of anything new," Schley added. "Innovation is part of who we are and in general that has worked in our favor."

Quality Foods has upgraded nine of their eleven stores and has also established EcoShine II LEDs as a standard for its new store equipment.