



modernwash

DAYLIGHTING

Definition:

Daylighting: is the practice of placing glass or windows or other openings and reflective surfaces so that during the day natural light provides effective internal lighting. Particular attention is given to daylighting while designing a building when the aim is to maximize visual comfort or to reduce overall energy use.

Types:

There are many ways to achieve daylighting, some of the more common are glass sidewalls otherwise known as storefront glass systems or curtain wall systems. These allow large expanses of natural light to flood into the interior of the retail facility. Also natural daylight can be increased dramatically into the retail space by utilizing a daylight roof system. These typically are glass, acrylics and or polycarbonates. These systems are excellent in allowing for even distribution of light thru out the space. The concerns of building placement are secondary as less attention is required as to the alignment of poles as seasonal patterns affected this type of daylighting the least..

Benefits:

Several studies show (including the Hescong Mahone Group-Sky Lighting and Retail Sales Study) that an increase in retail sales (in some instances as much as 45%) is directly related to the amount of daylight allowed into the retail space. Customers as well as employees doing business in these spaces related an overall higher feeling of satisfaction than those doing business and working in retail conditions with artificial lighting. This relates to customers having a higher acceptance or tolerance if the retailer did not meet all the customers expectations or perception of failure to meet expectations during the retail experience. This means that the client was happier or more satisfied overall with the retail experience and if there was a drop in service (being provided by the retailer): that failure was far more acceptable and forgiven by the client. Daylight

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was found to have as much explanatory power in predicting sales and or sales increases as other more traditional measures or retail sales potential, such as parking, number of competitors, neighborhood and demographics. Customers will seek out pleasant retail experiences. They will patron locations and businesses where they feel the most comfortable. The daylighting factor was shown to dramatically increase the overall customer experience thereby an increase in customer cumulation.

To Sum It Up. Daylighting not only makes the customer happier and more relaxed it also made the retail staff happier. Sales increase dramatically given the customers need to seek out happy retail experiences. Customers who may have experienced a less than perfect retail experience or service were more forgiving and were more willing to forget the bad experience so that the continuation of business cycle was not interrupted or move their patronage to another retail facility.

Customers were happier, spent more, increased their patronage and were more forgiving of any problems.

Marketing: Exit Poles of customers leaving Car wash facilities with daylighting in place and used as part of an overall marketing plan have shown that these studies are accurate in their premises. Of course this is one strategy that should be implemented with other elements of a successful operation but should not be overlooked given the weight of these retail studies. The benefits certainly are worthy of exploring by any retailer desiring to succeed in the current market situation.

Contact Us for more information on Daylighting.

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