

GWAim+Adjust
LIGHTING SERVICES
P.O. Box 525
Narberth, PA 19072



FOCUS ON A 10% SALES INCREASE

GOOD LIGHTING SELLS MERCHANDISE!

Customers who see your merchandise in its best light are more likely to purchase it.

Refocusing the store's lighting has proven as a cost-effective way to boost sales in your stores by up to 10 percent.

GWAim+Adjust can make it happen, quickly and efficiently.



GWAim+Adjust maintains a network of 180 associates experienced in focusing lighting on projects for the retail, hospitality, and entertainment industries. A team or group of teams can be quickly organized in any metro area. No waiting here... *the results can be seen when the doors open for business the next day.* We can handle your lighting adjustment and re-lamping needs in a single after-hours visit.

For more information contact: David Brumbelow, Director of Lighting Services

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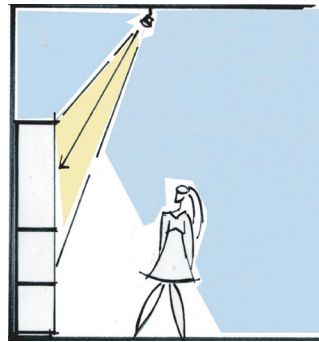
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GRENALD WALDRON ASSOCIATES
ARCHITECTURAL LIGHTING DESIGN

GWAim+Adjust
LIGHTING SERVICES

IN TODAY'S ECONOMY, INCREASING THE BUY RATIO IS CRITICAL TO PROFITABILITY



Market research shows that less than 25 out of every 100 shoppers who enter your store will buy. Converting more of the remaining 75 percent into purchasers is a solid profitability booster.

"AFTER 10 MINUTES, I COULD SEE THAT THE STORE WOULD LOOK COMPLETELY DIFFERENT."
-Branch store manager, following a GWAim+Adjust visit

Lighting can help make it happen!
GWAim+Adjust will re-focus your store's current lighting to make your merchandise POP! Lookers become buyers, and sales will climb.



GWAim+Adjust transforms dull or dark stores into bright, attractive spaces—efficiently and effectively—to improve your lighting ROI and the store's buy ratio.

Grenald Waldron Associates has over 40 years of experience in lighting design and specialty lighting services. We have aimed lights on thousands of retail projects for many major retailers. **GWAim+Adjust** has lighting associates throughout the U.S. and Canada.

MAKING LIGHTING WORK BETTER FOR YOUR STORE

The lighting in the "Before" photo of this newly opened children's boutique was ineffective. Wall displays lacked accent lighting to dramatize the merchandise assortment.

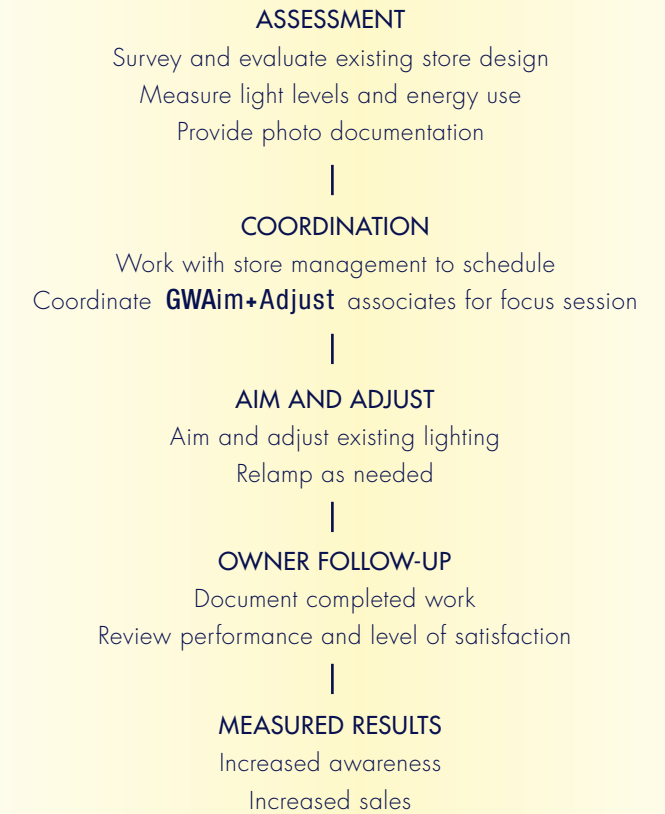
Accent lighting was not properly aimed onto the focal table. The light-level reading of 10 to 15 footcandles was too low to draw shoppers' eyes to the displayed products.



By refocusing the tracklights on the display wall, **GWAim+Adjust** made the products come alive. Accent lights previously aimed on the floor were re-directed where they are needed—onto the table-top merchandise.

The result: lighting that is three times as bright draws shoppers into the store and then directs them to the displays.

GWAim+Adjust – FOCUSED ON YOUR NEEDS



Fees and Expenses That Reflect Your Needs

Typical per store costs, average height ceiling	Single-bay store Starting at \$2000	Double-bay store Starting at \$3000
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For other store sizes and layouts, estimates can be submitted within 24 hours of your request. Aim and adjustment sessions scheduled within 5 business days.