

# RETAIL & HOSPITALITY



## DAYLIGHTING GROWS SALES

Major Industries has been a leader in daylighting for more than three decades, and prides itself on creating long-lasting, field-tested products that are both beautiful and functional. The following examples are just a few of the many benefits available when utilizing our Guardian 275®, Clima-Tite™ and LightBasic™ translucent panel systems, IlluminPC™ polycarbonate multi-wall systems and Auburn® glass and mixed glazed skylights.



### ENTRANCES

Welcome customers and protect them from the elements with an outdoor canopy or “pass-through” skylight that leads visitors naturally into indoor spaces. Our daylighting systems add attention-grabbing design elements to covered archways and cantilevered awnings, and can also be incorporated into your building’s signage. Our translucent panel and polycarbonate multi-wall systems, when backlit during nighttime hours, allow soft, diffuse light to pass through, attracting passers-by.

### SALES FLOOR

Natural light has been shown to improve people’s moods, as well as their buying habits (see opposite side of sheet for details). Major offers a wide variety of daylighting systems that allow for numerous design possibilities, as well as flexibility with light control and ventilation. Energy savings can also be substantial when daylighting a large area, significantly reducing the need for energy-hungry artificial lighting during peak use hours. Major’s translucent panel systems can also be used to create unique, light-transmitting interior walls, allowing light from exterior walls to penetrate deep into a space.



### WALKWAYS / CENTER COURTS / GATHERING AREAS

A translucent system allows for more diffuse light to illuminate the space, making it feel more welcoming and providing potential customers the opportunity to enjoy their surroundings for an extended period of time - not bothered by hot-spots and glare from direct light penetration.

# Daylighting Design Guide

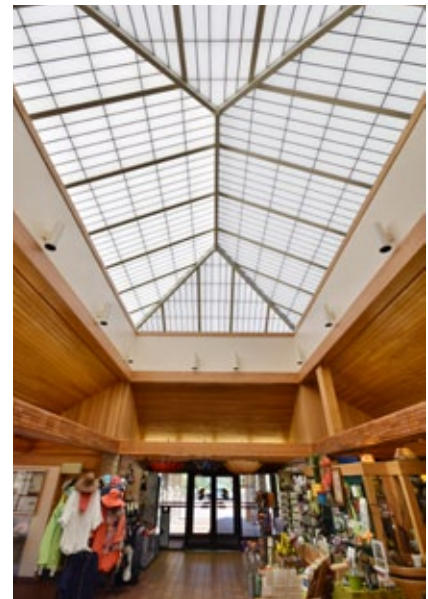
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## CUSTOMERS RESPOND TO NATURAL LIGHT

Growing evidence shows that natural daylighting can have a large impact on sales in retail settings, as well as a positive effect on worker satisfaction and attendance.

A study done by the Public Interest Energy Research (PIER) program and the Heschong Mahone Group, "Daylighting and Retail Sales," evaluated daylighting in a variety of retail settings in California. It found that sales in stores utilizing daylighting were in some cases 40% higher than in non-daylit stores (Daylighting and Retail Sales, October 2003). It also found that "The value of the energy savings from the daylighting is far overshadowed by the value of the predicted increase in sales due to daylighting. By the most conservative estimate, the profit from increased sales associated with daylight is worth at least 19 times more than the energy savings, and more likely, may be worth 45-100 times more than the energy savings" (Daylighting and Retail Sales, Heschong Mahone Group).

Employees also reported slightly higher satisfaction with the lighting quality conditions overall than those in non-daylit stores, and perceived the daylit stores to have more uniform lighting.



## WHY MAJOR IS THE RIGHT CHOICE FOR YOUR DAYLIGHTING NEEDS

Major's full line of skylights and translucent wall systems can benefit both building occupants and the bottom line.

- Translucent panel systems offer glare-free natural light without hot-spots, as well as insulation options for enhanced thermal performance
- Guardian 275<sup>®</sup> and Clima-Tite<sup>™</sup> wall systems can be configured with operable windows, and we have numerous other mixed glazing options for both wall systems and skylights
- TAP (Translucent Adapter Panel) systems that can integrate with existing curtainwall framing
- Clima-Tite<sup>™</sup> systems offer the benefit of pultruded fiberglass support members for enhanced thermal performance and corrosion resistance
- Field-tested strength, color-retention and durability - all backed by industry-best warranties
- Integrated water management systems are standard on most systems
- Incorporating daylight provides health benefits like improved mood and productivity, as well as energy savings and reduced HVAC loads
- LEED<sup>®</sup> credit opportunities



SKYLIGHTS, CANOPIES & TRANSLUCENT WALL SYSTEMS

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