



## CASE STUDY Belk Department Store

**CLIENT**  
Belk,  
Knoxville, Tennessee

**SCOPE**  
New retail environment,  
covering 74,000 sq. ft.

**ENERGY SAVINGS**  
Up to 33%



## RT5 Shines On Belk Department Store

RT5 offers ideal lighting for challenging retail setting

### THE SITUATION:

Belk, the nation's largest privately-owned department store company, opened a new store in Colonial Pinnacle at Turkey Creek, located in Knoxville, Tennessee. The \$7.6 million, 74,000 sq. ft store was designed to feature the latest retail designs and showcase name-brand apparel, shoes and accessories, as well as jewelry, cosmetics and home furnishings.

### THE CHALLENGE:

Lighting can make or break a retail location, and carrying a wide range of merchandise can pose a real challenge when establishing and maintaining a store. The store's bright, open look was very conducive for a great customer experience, but puts additional emphasis on the quality of the lighting system.

### THE SOLUTION:

S.L. Bagby, the largest lighting agency in the Carolinas, selected Lithonia Lighting's RT5 because, "It was important to deliver an unobtrusive and unencumbered lighting system that had the flexibility to suit the wide range of open floor space, varied ceiling heights and tight merchandising areas throughout the store," explained Johnny Morgan, S.L. Bagby project manager. "In a retail environment



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### **THE SOLUTION continued:**

such as Belk, the main focus is on sales and the overall customer experience and the importance of proper lighting is not only significant but a critical element for success.”

Research has shown that lighting installations that are carefully designed to attract customers and help them assess the merchandise will actually increase retail sales. Lighting also provides customers with instant messages about the type of store they are entering.

“We were amazed at how well RT5 lit up each of the different merchandising areas and created an overall unique and welcoming environment for our customers,” said Belk manager Ginger Equi. “The lighting produces a very natural feel that shows colors and textures extremely well without glare or shadows. This contributes to an extraordinary experience for our customers and enables our employees to complete each transaction in a time-efficient and accurate manner.”

Because of RT5’s unique volumetric design, a more natural lighting environment was created without glare or shadows. It also distributed light where it was needed—drawing customers to the merchandise. The result was clothing looked brighter and more vibrant, jewelry sparkled more, and customers had a more positive experience at the cosmetics department.

Belk was able to create a brighter, more natural lighting environment, while reducing energy use compared to other lighting systems. Lithonia’s RT5 requires fewer fixtures compared to standard parabolic fixture, and will save the store more than money in energy costs because the fixtures use 33-percent less energy than standard parabolics.

### **THE PRODUCT:**

RT5™ uniformly illuminates the entire volume of space, eliminating harsh shadows, dark spot and the “cave effect” arising from the sharp cutoff of parabolic fixtures. Yet, this lighting system uses up to 33% less energy than standard in office lighting, an 18-cell, 3-lamp T8 parabolic fixture. RT5 is the ideal lighting solution for offices, schools, hospitals, retail and other workspaces.

### **About Lithonia Lighting**

Lithonia Lighting, an Acuity Brands Company, is North America’s largest manufacturer of lighting equipment for commercial, industrial, outdoor and residential applications.

