

SOLAIS®

A 'FRESH' TAKE ON LIGHTING

PROJECT FEATURE



Sbarro is ensuring consistency for all existing and future stores

Identifying an opportunity to improve its foot traffic as well as sales figures through improved aesthetics, Sbarro partnered with Loeb Electric and Solais for all its lighting and electrical needs. The projects hit all the targets set and has prepared Sbarro for consistent rollout of the new look across all franchise locations – easily and affordably, ready to deliver results.

For more than 60 years, Sbarro has been home to the XL NY pizza slice, as well as amazing pasta and salads. Its small, but mighty, locations range between 500 and 1,000 square feet. Sbarro operates over 630 corporate and franchise eateries across 28 countries.

Before the project with Loeb Electric and Solais, Sbarro had no corporate specifications on lighting products to ensure consistency across locations. It had general fixtures it wanted to use but no specific manufacturers, and it relied on local managers and general maintenance technicians to purchase lighting products for each individual location. Sbarro's business model is to display its food, enticing people to the counter and to purchase; appropriate lighting is critical to the success of its

business. The lack of consistency and an overall low quality of lighting were affecting Sbarro's aesthetics and ultimately its sales.

"We knew we needed an upgrade, but we were unsure how to start and who to trust with such a major logistical and financial project," said Ivana Heslop, vice president of design for Sbarro.

When Sbarro reps were introduced to Solais team members at a recent conference, they were intrigued with the color-enhancement technologies that Solais was offering. After discussing various needs with the Solais team, Sbarro found a great solution

in the recessed downlight with VioLight® technology. While on site at a Sbarro location, Solais was also able to provide a better solution for spot and wall-wash lighting. Solais and Loeb were then teamed to formulate a complete lighting upgrade plan.

The Kenwood Mall location, in Cincinnati, needed a full upgrade, and Sbarro used this location as a test not only for lighting products and plans, but for the partnership

“We are committed to rolling out these lighting upgrades to all our locations across the U.S.”



Xr4nc
Mid-High Output,
Round Recessed Downlight



WW24
Track + Canopy Mount,
24" Wall-Wash Fixture



Xd20
COB Track Fixture

“The ease of the project, the knowledge and partnership of Solais with the teams, and the complete satisfaction from our CEO on the Kenwood results made the decision easy.”

across the teams. Loeb Electric and Solais worked together, and with the architect, to provide the best ideas and solutions. Loeb Electric also assisted with sneeze-glass lighting procurement, LED retrofits, and reactive maintenance and repair.

"The ease of the project, the knowledge and partnership of the Loeb Electric and Solais teams, and the complete satisfaction from our CEO on the Kenwood results made the decision easy. We are committed to rolling out these lighting upgrades to all our locations across the U.S.," said Heslop.

With the help of Loeb Electric and Solais, Sbarro now has a full and proper product list, ensuring consistency for all existing and future stores. With Loeb Electric's procurement and distribution capabilities, and Solais' hands-on attention to detail and exceptional service, Sbarro now has a one-stop shop for ordering and delivering the products it needs, when it needs them.

Brighter. Fresher. Consistent. Goals achieved!

PROJECT SUMMARY

Project Description: The project involved a complete overhaul in lighting and store design

Kenwood Mall Results: Sales increased by 15% in the year after the renovations and continue to hold strong!

Solais Products Installed:

- Xd20: COB LED Track Fixture
- WW24: Track + Canopy Mount, Wall-Wash Fixture
- Xr4nc: Mid-High Output, Round Recessed Downlight with Solais' exclusive VioLight® color-enhancement technology

Other Benefits Experienced:

- Luxiance® active-cooling technology supports superior life, light output and performance.
- Solais' X-Changeable modular technology provides the most uniform lighting with a lower cost of ownership.
- With an average life rating of 50,000 hours, Solais lamps and fixtures offer years of maintenance-free operation.
- Outstanding lumen output, high color rendering index and strong center-beam candlepower ensure maximum performance
- Solais products are fully dimmable and free of hazardous materials, such as lead and mercury.
- Lighting fully supports maintenance, performance, building code and aesthetic objectives.

Photography: Ibrahim Mikhail of IM Real Estate Photography

BEFORE + AFTER



SOLAIS

LIGHTING GROUP

Solais Lighting Group (SLG) is a fast-growing, technologically relevant, market-driven manufacturer. We push the innovation envelope to create LED products that replace traditional lighting technologies, with zero compromise to aesthetics and performance.

SLG's products provide quality lighting for its retail, hospitality, supermarket, museum, commercial and utility clients, which include the world's leading brands.

For additional information on Solais Lighting Group's Solais and EnergyLite brands, visit us at www.solais.com.

SOLAIS® + ENERGYLITE