



# Interior Lighting Upgrade

## A Fresh Take On Lighting

### Executive Summary

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

### About the Client

For over 60 years, Sbarro has been home to the XL NY pizza slice, as well as amazing pasta and salads. They operate over 630 corporate and franchise eateries across 28 countries.

## KENWOOD MALL RESULTS

**Sales increased by 15%** in the year after the renovations and continue to hold strong!

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### **The Challenges**

Before the project with Loeb Electric and Solais, Sbarro had no corporate specifications on lighting products to ensure consistency across locations. They had general fixtures they wanted to use, but no specific manufacturers, and they relied on local Managers and General Maintenance Technicians to purchase lighting products for each individual location. Sbarro's business model is to display their food, enticing people to their counter and to purchase; appropriate lighting is critical to the success of their business. The lack of consistency, and an overall low quality of lighting, was affecting Sbarro's aesthetics and ultimately their 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, VP of Design for Sbarro.

### **The Solution**

Sbarro had worked with Loeb Electric and were looking to expand that partnership. And when Sbarro

was introduced to Solais, they were intrigued with the color enhancement technologies that were being offered. After discussing various needs with Solais' team, they found a great solution in the recessed downlight with ViOLight technology. Solais and Loeb were then teamed to formulate a complete lighting upgrade plan.

The Kenwood Mall location in Cincinnati, OH needed a full upgrade, and Sbarro used this location as a test for

not only lighting products and plans, but for the partnership 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.

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, they now have a one-stop-shop for ordering and delivering the products they need, when they need them.

Brighter. Fresher. Consistent. Goals Achieved!

*"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 were committed to rolling out these lighting upgrades to all our locations across the U.S."*

—Ivana Heslop, Sbarro VP of Design

## **PRODUCT INFO**

- Xd20 COB LED Track Fixture (left)
- WW24 Track & Canopy Mount 2' Wall Wash Fixture (center)
- XR4nc Mid-High Output Round Recessed Downlight (right)

SOLAIS



The XR4nc round recessed downlight is adjustable, fully dimmable, and includes ViOLight and MonoWhite color-rendering enhancements.

To see how Loeb Electric can help you meet your goals, contact a Sales Representative at **800.533.9271** or visit **LoebElectric.com**.