



Seamless Life Cycle Project Management

*Trusted partnership through new builds & retrofits,
to maintenance & material supply*

EXECUTIVE SUMMARY

American Eagle® (AEO) is a leading global specialty retailer who has experienced continuous growth since their public launch in 1994. Understanding the need to have a trusted lighting and electrical partnership built on understanding and accountability, Loeb Electric and AEO aligned from the beginning. Together, the teams have worked to manage the full project life cycle: building, supplying material, and maintaining 1,100+ AEO stores around the world, as well as their corporate offices and distribution centers. Loeb works every day as an extension of their team, solidifying a partnership based on trust and value alignment, all while delivering to AEO's goals.

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LOEB CLIENT SUMMARY

1,100+ AEO* locations

U.S. & international

5,000–8,000 sq. ft.

Approx. avg. per store

76% energy savings

LED upgrade project; all stores

3,000+ maintenance requests

Avg. per year

*AEO includes American Eagle, Aerie, Offline, Tailgate, & Todd Snyder.

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ESSENTIAL PARTNERSHIP ACROSS THE STORE LIFE CYCLE

American Eagle® has experienced substantial growth over the years. With their incredible growth, AEO has experienced significant changes to their store footprints, brand aesthetic, as well as further brand introductions. Loeb Electric has been there from the very beginning working every day as an extension of the AEO team, gaining great efficiencies across the life cycle of all projects.

New Construction & Retrofits

Throughout the new construction process, AEO's Designers and Contractors work in partnership with Loeb Electric for brand-complementary lighting design. Loeb ensures that the budget and business needs are met, and Loeb's project technology ensures order accuracy.

As the stores began to age and technology advanced, a plan was made to upgrade to LED lighting. In 2012, Loeb launched a full-scale LED retrofit project across every AEO store in the U.S. This turnkey project included Professional Project Management, material supply and logistics, and installation. Upgrading from halogen to LED provided an approximate 76% reduction in energy costs.

Material Supply & Management

Using Loeb Electric's proprietary ordering site, RightLight®, AEO enabled their global store teams with the ability to quickly order replacement lighting products. The site was customized to only offer AEO-specific product, saving money and keeping stores around the world brand consistent.

In addition to upholding AEO's standards in material replenishment, Loeb Electric regularly works to develop **custom fixtures** to fulfill AEO's brand vision. The Loeb team takes AEO input and collaborates with multiple manufacturers, testing different combinations and capabilities until the fixture meets their needs.

"It's easier with Loeb. They know our process, save us time, and help us be successful."

—David Bossung,
Procurement, American Eagle

Loeb also provides **asset management and logistic services**, forecasting material needs and ensuring manufacturer delays don't interfere with project schedules.

Reactive Maintenance

Loeb Electric's nationwide network of contractors and 24/7 call center keep American Eagle running when something fails. Operating as an extension of the AEO team, Loeb addresses thousands of reactive maintenance requests per year, quickly and efficiently as the team

knows their business inside and out. This allows AEO to focus on what they do best—providing excellent products and service to their customers.

CONCLUSION

Over the years, Loeb Electric has become a trusted extension of AEO's business, embracing their needs and bringing innovative products, technology, and service solutions to the table. Working with an industry-leading electrical and lighting partner across all facets of the store life cycle, from new construction to maintenance to remodels, leads to greater efficiencies, cost savings, and streamlined communication.

Loeb is proud to offer a full suite of services, built to meet needs across all stages of the store life cycle and is focused on being a trusted partner to deliver greater success for our customers.

To see how Loeb Electric can be a trusted partner to help you meet your goals, contact a Sales Representative at **800.686.6351** or visit **LoebElectric.com**.