

ON SPEC

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OPTICAL ILLUSION IN WINDOWS

Magic. That's what many shoppers likened the window display at Shreve Crump & Low's two Boston-area stores to this past summer. The prestigious, 207-year-old jeweler celebrated America with an innovative window display that, using jewelry, deconstructed the nation's flag, with each iconic element featured in a separate window. In an attention-getting twist, the displayed items were visible only when viewed straight on.



The display is visible when viewed straight on.

The unusual effect was made possible by a window film, Lumisty from Glass-Film Enterprises, Acton, Mass. It creates the effect of morphing between transparent and translucent as the viewer's angle changes. The film helped Shreve's visual display director, Lucy Bowman, achieve her goal of enticing shoppers with "the thrill of discovery in the windows."

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SIGNAGE:

Salem, Mass.-based *Rose Displays* has re-designed its Web site, www.rosedisplays.com, to include expanded content and enhanced navigational features.

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AUDIO/VISUAL:

PlayNetwork, Redmond, Wash., is jazzing up the customer experience at *Hooters*, by delivering music programming and providing advanced in-store playback technology to the restaurant chain. In addition, PlayNetwork is installing high-performance audio/video systems that include *Tannoy* speakers, 52-in. LCD displays and 27-in. televisions from *Zenith*.

PAPA GINO'S REDUCES ENERGY COSTS

With the advent of gas and electricity deregulation, Papa Gino's Corp. found itself in the same situation as many other chains: It was eager to reap the advantages of a competitive marketplace but felt it lacked the internal expertise necessary to navigate the newly deregulated environment. Rather than let the benefits of deregulation pass it by, Papa Gino's hired Kilojolts Consulting Group, Lexington, Mass., to act as its energy manager. The decision to outsource energy management paid off: The chain has reduced its annual energy costs by about 15%.

"Using Kilojolts as our energy manager has worked out very well and helped us particularly with third-party purchases of electricity and gas," says John Fiore, VP of administration, Papa Gino's, Dedham, Mass., which operates approximately 375 restaurants throughout New England under its nameplate and the D'Angelo Sandwich Shops banner.



Papa Gino's, which operates D'Angelo Sandwich Shops, cut its energy bill by 15%.

Since coming on board slightly more than a year ago, Kilojolts has assumed full responsibility for Papa

Gino's energy-conservation and cost-reduction initiatives. One of its first acts was to help the chain initiate a review of its gas contracts. After putting together a request-for-price proposal and inviting several energy suppliers to bid, Papa Gino's ultimately negotiated favorable—and reduced—gas rates. Following a similar process, the chain negotiated better rates for its electricity.

In addition, Kilojolts developed an energy-awareness program for Papa Gino's. The program involves a handbook with simple steps for conserving energy, information posters and stickers reminding employees to conserve and quick audits to assess each restaurant's progress.

As Papa Gino's grows its brands beyond New England, controlling energy costs will remain a top priority, Fiore says.

"Our restaurants are scored on a regular basis on a number of different points, from cleanliness to whether the refrigeration units are working properly to making sure the right cleaning products are in place," he adds. "Recently, we added another point: whether or not they have energy-efficient lamps."

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CONSTRUCTION/FACILITIES:

The *U.S. Green Building Council's* annual *Greenbuild Conference and Expo* will be held in Pittsburgh, Nov. 12-14, 2003 (usgbc.org). The conference will feature the latest developments in green building design, construction, project financing and building management.