


Bath and Body Works
Attrition Strategy: Implementation
Guide
2019



The slide features a decorative header with three distinct sections. The left section consists of overlapping light and dark blue rectangles. The middle section is a solid dark blue rectangle containing the text. The right section shows a brick wall pattern with alternating light and dark blue horizontal bands.

Program Objective

Program Objective

The Opportunity:

Integrate LED lamps into stores as a replacement for the following:

- *Failed CMH track heads and/or CDM20 lamps*
- *Failed halogen Par 30 halogen lamps*
- *Failed MR16 halogen lamps /gimbal fixtures*

The Strategy:

Strategic replacements listed below:

- *For a failed CMH fixture or lamp: 1 to 1 replacement of the Green Creative Par 30 LED and gimbal set*
- *For a failed Par 30 halogen lamp: 1 to 1 replacement of the Green Creative Par 30 LED*
- *For a failed MR16 halogen lamp: Remove the existing lamp and gimbal and replace with a Green Creative Par 20 Lamp and gimbal*

Keys to Success:

Full understanding at tech level of the following scenarios:

- *Steps to take for track head failures*
- *Steps to take for recessed multiple failures*
- *Brand specific applications*



Visual Guide

If a lamp, fixture or ballast failure occurs in....

BBW White CMH Fixture :



Or



CMH Fixtures



Green Creative 25 Degree Beam (Flood):



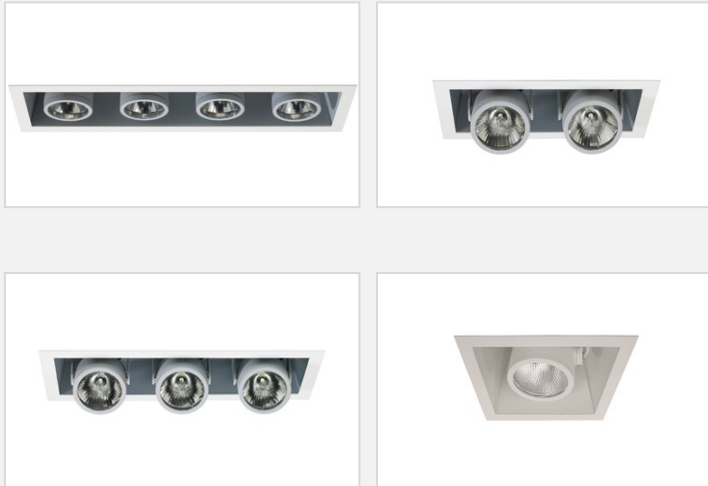
CDM 20 Fixtures



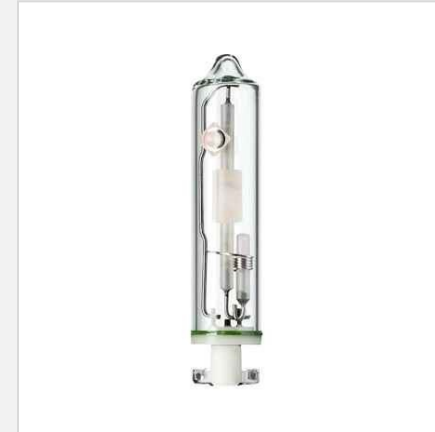
Green Creative 25 Degree Beam (Flood):

If a lamp outage occurs in....

BBW Recessed Fixture:

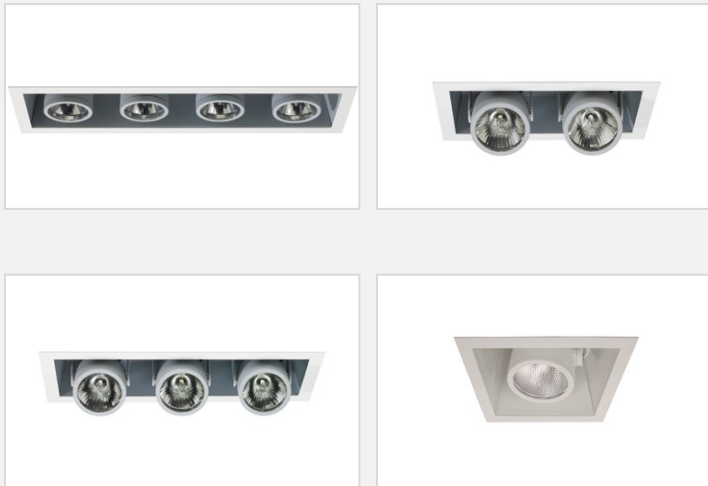


Relamp with



Philips Mini Master CDM Lamp (RE-ORDER USING YOUR LAMP GUIDE)

If a ballast failures occurs in....



Replace with



Match Existing Ballast Type

If a lamp outage occurs in....

BBW Misc. Lamps:



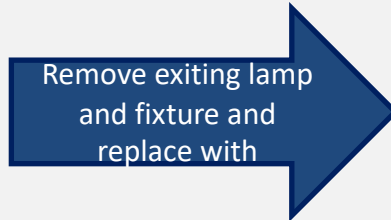
Par 30 Halogen Lamp



Green Creative 25 Degree Beam (Flood):



MR 16 Halogen Lamp and Gimbal Fixture



Green Creative Par 20 and Contech Par 20 Gimbal