



## Lighting the World of Retail

Lamps, luminaires and lighting controls need to be considered, both individually and holistically, in the design of a retail environment.

Each plays their own role, but the sum of the parts creates atmosphere and identity that can complement and differentiate your brand.

Today, an LED lighting solution should:

- Improve energy management
- Enhance the in-store experience
- Consider future adjustments and refits
- Add value to your business

Effective lighting design requires an understanding of the essential characteristics of the objects being illuminated – and how they respond to light.

This at-a-glance guide offers an overview of the appropriate solutions for different retail environments, and the spaces within them.



**Grocery**



**Fashion**



**Showroom**



**In Case of  
Emergency**

## Retail Lighting in Grocery

Make produce appear appetising and appealing to customers.

Light sources for food should have good colour rendering qualities, to bring out freshness and nuances in different produce. We make lighting in grocery simple and delicious.



### Fruit and vegetables

Look good under medium-cool light sources.



### Bread

Look its best when lit with warmer, yellowish lamps.



### Meat and Charcuterie

A more reddish light accent but always displayed in balanced and harmonized colour.



### Fish

Looks best under quite cold lighting.



### Shelf Displays

Food and drink are not just necessities. Optimal lighting enhances the attraction of packaged goods, tempting customers to buy.



### Selling Floor

Set clear highlights so goods on shelves and special placements don't just vie for consumers' attention. Ambient lighting should create the atmosphere to browse. Premium goods demand top quality solutions. Showcase important sales zones, make information easier to read and create constantly changing sales promotions.



## SOLUTIONS



### Surface and Suspended

Uniform light distribution to enhance the lit space, low profile for ease of installation



### Filters

Enhance product colour and keep environments stimulating, fresh and structured



### Spotlights

Draw the eye and make products the centre of attention



### Track Lighting

With different beam angles is ideal for illuminating all areas



### Downlights

Offers design flexibility and low profile lighting

## Retail Lighting in Fashion

Stand out in fashion and increase footfall, enhance dwell factor, make customers feel good and increase sales.

Make a statement with your new fashion innovations through advanced lighting.



### Window Display

Entice people into your store, tempt shoppers by showcasing products and themes and setting the right mood. From tight spotlighting for mannequins to constantly-changing LED colour washes for seasons of promotions you will be covered.



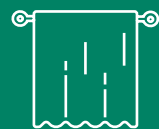
### Selling Floor

Express your brand style. Protect the beauty of fabrics and colours. Turn interest into sales.



### Cashier, Counter and Desk

Draw attention to these areas, make them easy to locate. Consider employee well-being and comfort. Lighting needs to be functional and beautiful.



### Changing Rooms

Comfortable customers are critical in a changing room. A major area for purchase decision making. Light position, colour temperature and colour rendition all play a part in the purchase decision.



### In-store Display

Reflect the characteristics of the clothes on display. Showcase items separately by building lighting solutions into display units.



## SOLUTIONS



### LED Strips

Create a lasting impression with quick and easy LED variations



### Track Spotlights

Make products stand out with flexible configuration displays



### Spotlights

Draw the eye and make products the centre of attention



### Recessed Spotlights

Takes up less space, overcomes an 'ugly ceiling'



### Pendants

Create accents in multiple styles and numbers



### Wall Washing

Make instore areas stand out



### Colour Blasting

Draw attention, add drama and character to what could otherwise be a generic desk area



### Downlights

Offers design flexibility and low profile lighting



### Mood Lights

Get smart with customer controlled lighting options

## Retail Lighting in Showrooms

Lighting products of true value or beauty requires a considered approach.

Premium products demand premium solutions and lighting a showroom can be simple and effective.



### DESCRIPTION

#### Window Display

Entice people into your store, tempt shoppers by showcasing products and themes and setting the right mood. From tight spotlighting for mannequins to constantly-changing LED colour washes for seasons of promotions you will be covered.



#### Selling Floor

Automobiles, design objects, lifestyle products – each should be lit according to their own characteristics.

Spacious architectures pose a challenge: to make sure rooms and exhibits both look their best, ambient lighting and highlights need to work together in harmony.



### SOLUTIONS



#### Surface and Suspended

Uniform light distribution to enhance the lit space, low profile for ease of installation



#### LED Strips

Create a lasting impression with quick and easy LED variations



#### Track Spotlights

Make products stand out with flexible configuration displays



#### Spotlights

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#### Pendants

Create accents in multiple styles and numbers



#### Wall Washing

Make instore areas stand out



#### Recessed Modular

Low profile with uniform output



## In Case of Emergency

Retail lighting must act in the best interests of both employees and customers, especially in an emergency situation. It is a legal requirement for all non-domestic properties to provide a safe environment, even in the event of mains failure.

Employees and customers must be able to safely leave the building, with sufficient guidance and visibility on safe escape routes. Easily identifiable emergency equipment and adequate illumination are critical for emergency services.

## SOLUTIONS



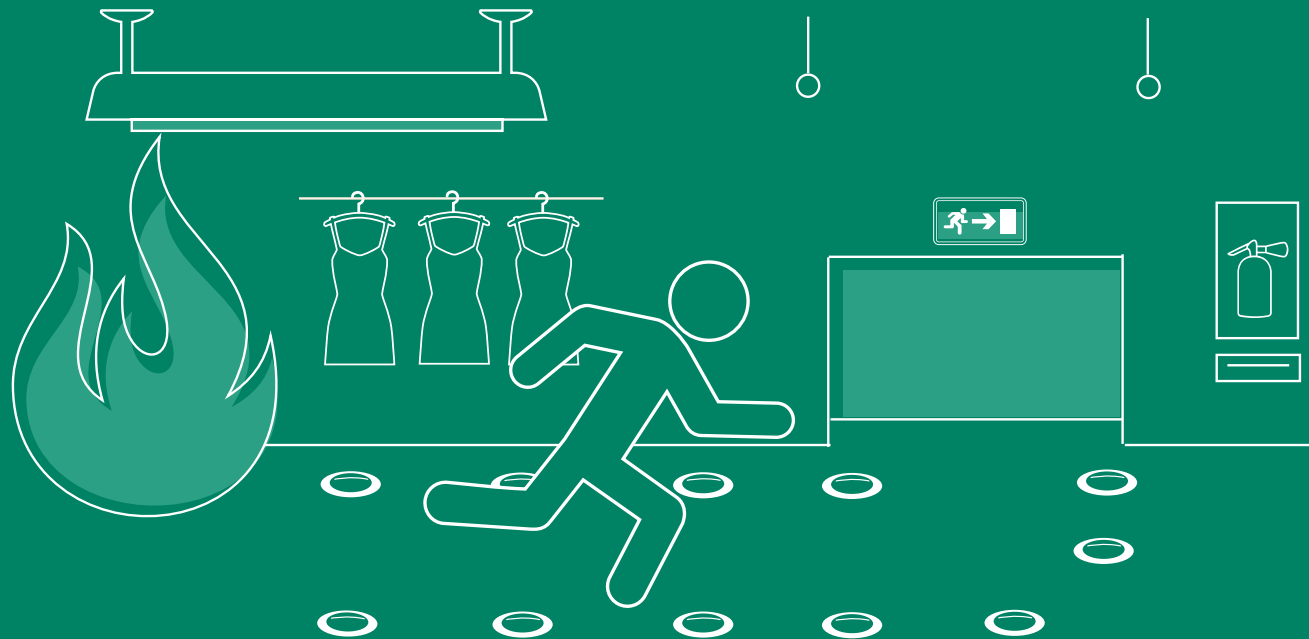
### Downlight Luminaires

Recessed or surface mounted, ideally self-testing, for standard, open and corridor configurations



### Surface and Suspended

To guide to the exits even when the mains fail



# SYLVANIA



Although every effort has been made to ensure accuracy in technical detail within this publication, specifications and performance data are constantly changing. Current details should therefore be checked with Feilo Sylvania Europe Limited.

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