



LIGHTING THE WAY TO FRESH FOOD AT POD

Sylvania has designed and installed an innovative new lighting solution at POD's Chiswell Street branch in London. By taking a fresh approach and combing the latest products with the ground-breaking SylSmart wireless control solution, Sylvania has significantly improved the in-store customer experience.

London based healthy food-to-go retailer, POD, prides itself on delivering delicious, nutritious, innovative and freshly prepared food. It challenged Sylvania to reinvigorate the lighting scheme at one of its branches as they felt the space was inadequately lit and the company recognised that a new approach and fresh design could make a real difference to visitor experience.

KEY FACT

Client: Pod

Project Planning: Feilo Sylvania

KEY OUTCOMES

- A new and inviting environment created for customers
- A controllable lighting scheme that improves the environment and saves energy
- Easy to install and use system



Before



After

Concord Lumiance SYLVANIA



This particular store is located in a challenging building for good lighting due to its glass frontage and lack of space for lit exterior signs. As well as the building design posing difficulties, the existing halogen lighting scheme was not fit for purpose, as Dagmara, the General Manager of POD at the time explains, "We were starting to have a number of maintenance issues with the lighting. It would fail and we'd need to get someone in to fix the problem, which causes disruption to our customers and staff alike. However, more importantly, customers couldn't see if the store was open even with the lighting on, especially at breakfast time which should be a busy period for us."

The brief to Sylvania was clear - to create an attractive, bright and dynamic location that felt inviting to customers and projected POD's

branding externally. Sylvania set to work creating an innovative design to really bring the store to life.

"When we visited the POD store we instantly saw what an exciting lighting scheme could do for the store, as well as potential cost savings opportunities it could bring the business," comments Matt Adams, International Key Accounts Director at Sylvania. "Our in-house design team created a state-of-the-art lighting scheme to improve the quality of light in the branch and specified a range of our latest LED solutions using wireless technology to enable easy scene setting control to creating an inviting environment to attract customers in- whilst also saving energy and costs at the same time."

To answer the brief, solutions used included track-mounted Concord Mini Continuum II LED linear luminaires, Concord Beacon XL Muse spotlights, Concord Beacon GOBO Projectors and Lumiance LED strip lighting – all of which were enabled by our groundbreaking wireless control system – SylSmart.

Rosie Parkes, Senior Marketing Manager at POD comments, "The new lighting not only allows us to create a warm and friendly environment for our customers but it also encapsulates our brand. We can adapt the lighting when we are running a promotion or highlight to customers that we have a new menu, it's a visual extension of our marketing and brand ethos. We're delighted with the new lighting scheme and the added benefit it is bringing our store."

The Solution: Sylmart Standalone Scene (one of the SylSmart range of solutions), enables store branding through lighting as well as supporting tailored promotions and events. Timed schedules can be set to change according to the season and daily light patterns, and there a night-time scene to capture the attention of late night city revellers, while maintaining energy efficiency during closed hours. Programming was quickly setup on site, with an easy to use mobile app.

Once in store, the newly installed track mounted lighting improves ambient levels and provides a uniform lit effect, and has been specifically placed above the tills to highlight staff to ensure they can easily be seen when the restaurant is open. At the end of each track, spotlights have



Before

After

Concord Lumiance SYLVANIA



After



Before

also been fitted to provide accent lighting to focal points in the store.

To draw customers attention and maintain presence on the high street during the evenings, RGB strip lighting has been installed to reflect POD's branding and create a dramatic effect and has also been used to highlight grab and go snacks - all of which was designed to impact POD's sales which the staff will be monitoring.

Sylvania also installed two Concord Beacon GOBO Projectors so POD's logo can be projected onto the pavement to entice customers into the store, especially on dark winter evenings.

Added benefits of this full solution installation resulted in POD reducing its total energy load whilst also producing less heat using LED instead of halogen lamps meaning the store's air conditioning system does not have to work resulting in lower running costs.

About Feilo Sylvania

Feilo Sylvania is a leading, full-spectrum provider of professional and architectural lighting solutions. Built on over a century of expertise in lamps and luminaires, Feilo Sylvania supplies internationally state-of-the art products and systems to the public, commercial and private sectors. All over the world, people rely on go up business divisions: Concord, Lumiance and Sylvania, for top quality, energy-efficient solutions. www.feilosylvania.com

The installation, which was undertaken by Lee Wolfe of Finished Effect Refurbs Ltd, was a seamless operation with the work taking place over two nights, causing minimum disruption to the store and its customers. Lee had not used these products before but also commented on how easy the innovative fittings made the installation process, "The Mini Continuum was especially easy to retrofit, with most mounted onto track and others installed in ceiling grid fixings. All the other lighting systems installed were either bonded in place or screwed. I used the basic settings with the app to test the newly installed luminaires and found this very easy to navigate and operate."

Overall, "This pilot project has been great for us," comments John Postlethwaite, Executive Chairman at POD. "It has demonstrated how we can reinvigorate our stores by upgrading our lighting to an energy efficient and well-controlled alternative. As we gather more data and understand the benefits, we will consider rolling out the lighting across our other 23 stores."

For more information visit www.feilosylvania.com.

PRODUCTS USED

- SylSmart
- Concord Mini Continuum II LED
- Concord Beacon XL Muse
- Concord Beacon Projector GOBO
- Lumiance Lumistrip



by **FEILO SYLVANIA**