



Light is attractive
Enhancing the sale
in retail stores



A great first impression will attract customers

No matter what is being sold or the size of the store, all retailers are challenged with multi-channel marketing efforts, on-line shopping trends, inventory turns, keeping brick-and-mortar stores looking fresh, and profitability. Attractive in-store merchandising coupled with a safe and comfortable shopping environment, and easy on-line shopping for customers, will have a positive impact on sales activity. With so many opportunities to influence a customer's purchasing choices, making a few key decisions that can add longevity to store design and enhance the shopping experience are smart investments.

Reinforcing the brand strategy

Elevating your brand and reaching out to customers is extremely important to drive sales. Whether big-box or boutique, formal or sporty, edgy or conservative, the brand identity of any company is the image you want your clientele to remember. Potential customers should feel immersed in the company message from the minute they enter the premises or shop on-line. The image you portray should put them in the mood to buy.

The reality of omni-channel retailing

The boundaries between shopping on-line vs. in-store are becoming increasingly blurred. Regardless of where a customer makes the final purchase, brick-and-mortar stores still have a major impact on buying decisions. Retailers need to make sure that they stay relevant, interesting, and fresh to attract and keep customers.

Sustaining the look

Competition is fierce among retailers, so keeping the sales floor in top visual condition to create a comfortable shopping environment is tantamount to operational and sales excellence. A clean, crisp, and visually well-organized store maintains the appearance that shoppers are demanding.



Creating an outstanding shopper experience

The selling environment can be complex and influenced by many forces. Driving visual changes in store design and overall appearance that result in high customer satisfaction, favorable brand recognition, and positive service experiences is the ultimate goal.

Enhancing merchandise appeal

Customers visit brick-and-mortar establishments when it is important to see and touch products they wish to buy. Making sure those products visually POP for a prospective buyer is an opportunity that cannot afford a miss.

Managing theft and loss

Security and surveillance systems are necessary to protect customers and merchandise, yet come at a cost. Getting the most out of these systems should include understanding how they work in collaboration with other store systems.

Customers are allies for a greener world

More than ever before, consumers are taking notice of the environmental impact of the businesses that they frequent and the brands that they purchase. Companies that communicate and demonstrate strong sustainable practices in their corporate culture are often preferred over those that don't.

Saving energy and managing operational costs

Long-life, energy-saving equipment not only reduces energy and maintenance costs, but adds value to the operational bottom line, which contributes directly to profitability. Not every energy-saving solution has a positive effect on customer experience, so exercising caution and collaborating with a knowledgeable partner is important.



In-store vs. On-line

According to the International Council of Shopping Centers, 1 in 20 consumers make a purchase after browsing an on-line store, but, 1 in 5 consumers make a purchase after browsing a physical store.

www.icsc.org

Lighting considerations

Approach

Featured areas, such as display windows, are generally fixed and changed out often. Messaging is important in a highlighted area and as such, the lighting design should provide flexibility and adaptability to various conditions. Light color is often used in modern design to create additional interest and color-changing lighting should also be a design consideration.

Accent

Accent lighting levels are generally 3-5 times the ambient illumination, but focused on much smaller feature areas and displays. The higher contrast ratios created by effective accent lighting draw the eye in that direction. Accent lighting is generally used on more profitable, newer merchandise, or featured products within a sales area to pique interest. Adjustable intensity and beam width, and flexible aiming are important features in effective accent lighting design.

Circulation

General ambient illumination establishes the mood in a store from calm to energetic. Light level and color temperature are equally important aspects of the design, which can be accomplished using a variety of energy-efficient sources and luminaire types. Size, scale, ceiling height, and finishes also dictate the way illumination in circulation areas is designed.

Perimeter

In larger big-box and department stores, wall washing as a design element helps to make the interior space feel expansive and open. It is not uncommon for store owners to add informational signage and wayfinding to perimeter walls, as well as supportive brand messaging. Wall washing should be uniform and bright and equal to the ambient illumination level. In smaller boutique shops, wall washing is typically either integrated as part of the wall displays, or applied into soffits.

Dressing rooms

Illumination in dressing rooms can make or break the sale for a customer. The lighting should be bright and shadow-free, with the truest color rendering possible. Wall-mounted vertical illumination assures that the customer is properly lit from head to toe. Dynamic dressing rooms are now trending that allow a customer to experience themselves wearing the outfit in a virtual environment similar to where they plan to wear it.

Display cases

Display cases house some of the most expensive and profitable items in a store, and the illumination should be low glare, crisp, bright and without shadows. Low heat, energy-efficient linear and spot sources are readily available to make display case items pop and even sparkle.

Cashier and wrap area

The cashier area of any retail environment should be uniformly lit, well organized and glare-free to enable accuracy in the transaction process. This ensures no revenue losses from errors that might occur from bad visibility, or eye fatigue associated with glaring lighting.

Parking

Upgrading outdoor lighting systems to integrated LED solutions with control options delivers energy savings as well as a more uniform illumination and well-lit environment than existing HID installations.

Signage and wayfinding

Illuminated signage brings an added level of safety and security to your lighting plan by providing important visual cues to customers to help them feel secure when entering your store, especially from an exterior environment.



SYLVANIA products and solutions

Your shopping list for better lighting



- 1 Circulation
- 2 Accent
- 3 Perimeter
- 4 Display cases
- 5 Dressing rooms
- 6 Cashier and wrap area
- 7 Storage
- 8 Storefront window
- 9 Signage and wayfinding
- 10 Parking

SYLVANIA product portfolio



LED Lamps

- ULTRA PRO™ & ULTRA PRO™ HD LED PAR
- ULTRA LED™ PAR, R/BR, MR16
- ULTRA LED A-line, B10, G25
- ULTRA LED High Lumen
- SubstiTUBE® IPS LED T8



LED Retrofit Systems & Kits

- ULTRA LED RT & ULTRA LED SE™ RT Downlight Kits
- SubstiTRONIC™ LED T8 Systems
- LEDVANCE 2X2 & 2X4 Retrofit
- SYLVANIA Smart LED Lamps and Luminaires



LED Luminaires

- LEDVANCE Edge Lit Panel
- LEDVANCE Surface
- LEDVANCE Vapor Tight
- LEDVANCE High Bay
- LEDVANCE Wall Packs
- LEDVANCE Canopy



Fluorescent Lamps & Ballasts

- OCTRON® & OCTRON XL T8
- PENTRON® T5, T5 HO, T5 HO XL
- DULUX® & DULUX XL CF
- SYLVANIA Mini Twist CFL
- OSRAM QUICKTRONIC® Ballasts



HID Lamps & Ballasts

- METALARC® MH
- METALARC® Pulse Start
- METALARC® POWERBALL® MH
- LUMALUX® & LUMALUX XL HPS
- OSRAM QUICKTRONIC® MH



Incandescent/Halogen Lamps

- CAPSYLITE® PAR
- TRU-AIM® MR16
- SYLVANIA R/BR, A-line
- SYLVANIA B10/B12, G25

Developing smart solutions for retail stores

Light quality

Modern SYLVANIA lighting technologies are capable of delivering excellent quality light with great beam control and color rendering index (CRI) values of 80 or better. For applications where distinguishing between subtle variations in color is critical for improved task performance, select higher CRI sources that are most stable over the life of the lighting system.

Store maintenance and visual merchandising

Installing long life lighting systems means less maintenance, backed by the industry's best warranties. With OCTRON® XP® XL T8 fluorescent systems up to 84,000 hours average rated lamp life and LEDVANCE LED lens troffer retrofits up to 82,000 hours life, the burden on facility maintenance groups can be minimal. LED light sources have long life ratings, typically delivering 70% of initial lumen output (L_{70}) at up to 150,000 hours. Consider end-of-life characteristics of different lighting technologies when evaluating long life options. Systems designed with high efficiency QUICKTRONIC® electronic ballasts or high efficiency LED power supplies ensure most reliable and efficient performance.

Illumination efficiency

The efficiency of a lighting system depends on both the ability of the source to generate light and the luminaire delivering the light to the task. Today's source technologies have efficacies in the 85-110 lumens per watt (LPW) range. Selecting the appropriate luminaire for the application should pair the photometric distribution with the layout of the space. Care must be taken to address visual comfort and avoid glare.

Sustainability

Minimizing environmental impact and lowering greenhouse gas emissions is a priority. Through development of long life, energy-efficient SYLVANIA lighting systems that minimize or eliminate the use of hazardous materials, such as mercury and lead, our portfolio strives to reduce waste going into landfills and into air via power generation emissions. Selecting luminaires that minimize light trespass and sky glow further lessens the impact on the environment.

Environmental conditions

Select lighting systems that best complement ambient conditions. Certain technologies can be more temperature sensitive than others, although proper luminaire design can often mitigate those characteristics. The output of fluorescent systems tends to decrease at very low or very high temperatures. LED sources thrive in cold environments, but exhibit

diminished performance in hot ambient conditions. High intensity discharge (HID) systems tend to show the least thermal sensitivity and therefore are excellent for unconditioned spaces where extreme ambient temperatures may occur. Use appropriately designed luminaires that protect system components in high dust or moisture conditions should they exist.

Controllability

A good lighting design should incorporate a discussion about controls strategy, especially in back room areas where lighting may not be required to be on during all store hours. While some lighting technologies like fluorescent and LED, respond immediately with no warm-up time or hot restrike concerns, HID systems have limitations in these areas. A tremendous opportunity exists to incorporate step-dimming which may be accomplished with HID, fluorescent and LED systems, and is ideal for warehouse and parking lot lighting applications. Advanced lighting controls are being incorporated into future energy codes in Federal, and most State legislation for both indoor and outdoor lighting. It will be cost effective to be thinking about what sources are easiest and smartest to control future lighting designs.

Why install controls?

A smart controls strategy can tailor the lighting of a store to the needs of the tasks performed in each space, and offer a tremendous opportunity to save energy and money. Light levels may be reduced or extinguished according to activity level, task requirements, operation schedules, or the presence of natural light. In some retail applications, this can result in up to 50% energy savings. Energy management systems can be easily programmed and reconfigured as daily routines require. Many systems have easy-to-use software offering consumption monitoring and reporting to notify you of outages or malfunctions, saving on maintenance costs and down time.

Life-cycle cost and return on investment

A modern lighting system will (1) extend the useful life of your facility, (2) reduce energy consumption and waste, and (3) improve the appearance of your space.

Store-wide analysis

A thoughtful approach to developing a smart lighting concept marries energy saving products and the latest in lighting controls with the operation schedule, task requirements and an analysis of space utilization. As experts in lighting systems and applications, we can help your company customize a solution with the latest technologies to maintain or improve light quality, reduce energy consumption, and ultimately save you money.



To capitalize on this opportunity, schedule a lighting design audit with your SYLVANIA representative.





Product licensee of
trademark SYLVANIA
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