

Examples of Planning – Retail Store

Over the following pages, we will take you through a real lighting concept, developed for a customer. In the first step, we were provided with all the essential information about the planned store for high-quality knives, watches, travel gear and fragrances that is necessary in the design phase to ensure expert planning.

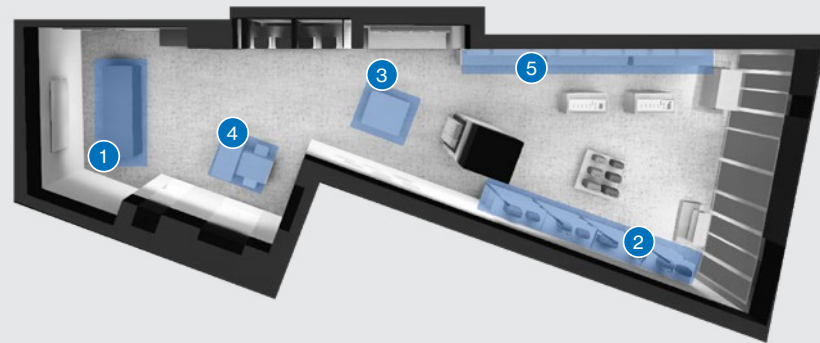
After an initial consultation, it was agreed with the customer to develop two lighting concepts that are both versatile and efficient, in terms of the product selection, and also represent opposite moods. This gives the customer the opportunity to choose the right concept, matched to his requirements.

In the first example, a linear lighting concept was used, which creates a homogeneous illumination of the sales area. The second concept was evolved with tracked spotlights to create a flexible and accentuated environment.

Lighting Requirements

- Good colour rendering CRI 90/95
- Dynamic lighting, generating highlights
- Light intensity of at least 700–2000 lx
- No glare
- Inviting entrance
- Optimum illumination for wall furniture/racks
- Effective use of suitable products based on the floor plan

Specifications



Measured Surface Illuminance

- ① Cash desk: \varnothing 1804 lx / min. 1094 lx / max. 2266 lx
- ② Rack: \varnothing 1170 lx / min. 685 lx / max. 1789 lx
- ③ Sales table 1: \varnothing 1994 lx / min. 1229 lx / max. 2763 lx
- ④ Sales table 2: \varnothing 1462 lx / min. 1109 lx / max. 1984 lx
- ⑤ Wall rack: \varnothing 1164 lx / min. 730 lx / max. 1441 lx

Room dimensions

Elongated floor plan, visually divided into two sections
Room height: 3.3 m
Floor space: 92 m²

Fittings

Wall racks, permanently fixed. Showcases, vertical and horizontal. Sales tables.

MOVE IT 45 system



Aim:

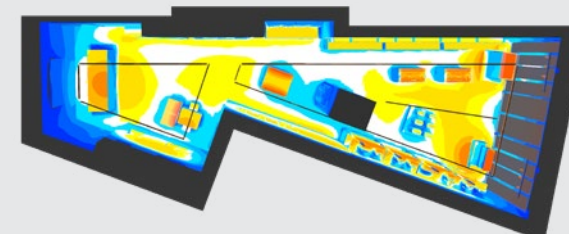
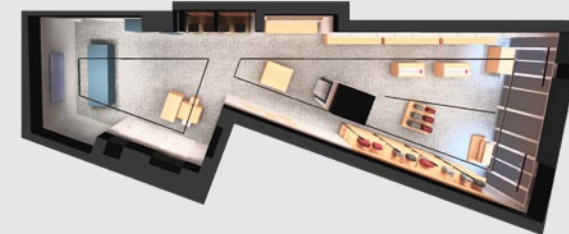
Uniform illumination of the wall racks and merchandise in the store. Calm mood.

Implementation:

The plan is for homogeneous overall lighting that creates little or no shadows, in order to create a relaxed atmosphere. Linear luminaires run through the shop as a closed system and are equipped with HPO covers or wallwashers, depending on the sales area. In addition to the illumination of the entire shop, the merchandise on the horizontal sales areas is accentuated by individual furniture lighting.

Number	Luminaire
52	MOVE IT 45, microprismatic UGR < 22, 22.6 W
36	MOVE IT 45, L6 wallwasher, 20.6 W
15	PICO support square, 3 W
6	VARO 80, 28.8 W
3	PICO support square, 7 W
3	MOVE IT 45, L10 office, e2 LED, 30 W
1	MOVE IT 45, L24 office, e2 LED, 20.8 W

System performance : 25.2 W/m² (2314.4 W / 91.8 m²)



50 100 200 300 400 600 800 1000 1500 2000 3000 [lx]

Measured surface	Light intensity	Uniformity
① Cash desk	E_m 1804 lx	U_0 0.61
② Rack	E_m 1170 lx	U_0 0.59
③ Sales table 1	E_m 1994 lx	U_0 0.62
④ Sales table 2	$E_m \geq 1462$ lx	U_0 0.76
⑤ Wall rack	E_m 1164 lx	U_0 0.63

VARO 80



Aim:
High contrast between merchandise and transit zones.
Accentuation of vertical and horizontal merchandise.
Dynamic and rich in contrast.

Implementation:
Under this option, the power tracks are fitted with power track spotlights with varying beam angles. Exact placement of the track spotlights creates dynamic, exciting lighting. By using specific spotlights to emphasise merchandise, customers are deliberately guided to the selected highlights of the store. Furniture lighting has been deliberately avoided here, in order to emphasise the heterogeneity of the merchandise and the transit zones.

Number	Luminaire
77	VARO80, 28.8W
5	VARO80, 28.8W

System performance: 25.7 W/m² (2361.6W/91.8m²)

Measured surface	Light intensity	Uniformity
1 Cash desk	E _m 2042lx	U ₀ 0.59
2 Rack	E _m 1196lx	U ₀ 0.42
3 Sales table 1	E _m 2863lx	U ₀ 0.51
4 Sales table 2	E _m ≥1260lx	U ₀ 0.59
5 Wall rack	E _m 2054lx	U ₀ 0.56

