

LIGHT GUIDE

How to illuminate food applications

FAGERHULT

Food in focus

It doesn’t matter if it is a supermarket, a small cafe, a hypermarket chain or the convenience store around the corner. The groceries in a food store should feel appealing, tasteful and fresh. Shopping groceries is all about engaging senses. Lighting is a truly important tool when high-lighting products and portraying the groceries in a favourable way. Well-planned lighting guides the customer, is welcoming and enhances the shopping experience. Lighting is also a tool for brand building.

Our long-term lighting knowledge is based on how to illuminate food in a delicate and energy efficient way, by collaborating and supplying lighting to an extensive range of food retailers within different segments, regions and targets.

In a changing retail world it is important to see what’s is around the corner. We strongly believe that the combination of new technology, well-planned lighting design, light controls and knowledge of in-store branding can save energy, enhance the shopping experience, guide the customer and increase sales.

To achieve this you need to have suitable lighting knowledge and the right products. In this Light Guide we will give you important tips on how to illuminate food and suggestions on what kind of products to use.

Enjoy your reading!



Biomarket in Viimsi, Estonia is illuminated with the spotlight Zone Evo.

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”Use light as a tool to create successful stores.”



Fast changing retail

There is a great interest in the whole essence of food with healthy and balanced diets, dedicated craftsmanship of culinary art, revival of rural fascination, organic and local shopping. And on top of that, we can see an explosion of cooking shows, conceptual restaurants, and a young urban population who find it trendy to grow their own vegetables and stuff their own sausages at home.

Never before have the consumers been as interested and passionate about food – or been so quick to embrace trends and niche ingredients as today.

The food retail landscape is various and changing, we have megacities with large shopping centres, megastores and hypermarkets but also local rural trends with small format stores and “shop in shop”.

Mobile movement and personalisation

The mobile movement and customisation is constantly increasing the need of a personalised experience, shoppers’ use digital techniques to find exactly what they are looking for. There is a challenge to merge the physical store with the digital behaviour, which asks for smart and attractive solutions now more than ever. Flexibility is a factor that also applies to lighting by for example using light controls that enhance the brand and adds to the experience.

One stop lighting partner

We offer a complete assortment of efficient luminaires with different assembly methods. When the standard assortment is not enough you can choose unique solutions with on demand design (Fagerhult O.D.D™) where we custom make solutions, tailored after your demands and concepts.

On Demand Design

Whether it is a trend, a vision of a unique expression in the store, or a desire for a specific product, we can help you realise this with our Fagerhult O.D.D™ (On Demand Design) offer. We can help you to either modify an existing product or to tailor one specifically for your needs. In the food retail sector, for example, rustic-looking pendants connected to a rural atmosphere have been requested more frequently – thanks to the Fagerhult O.D.D™ process we can propose such pendants.



Go creative and enhance the brand

We are of the opinion that the lighting is an equally important part of in-store branding as, for example, the interior and the displays. Why not mix colour temperatures, tune the white light after the displayed items and mix the expressions after desired atmosphere.

That is why we work by carefully monitoring trends in different retail sectors, and are up to date with new luminaire designs that complement such trends. We know that each brand has its own personality and concept. Therefore we spend a lot of time of getting to know the brand values and the characteristics of it, to be able to enhance these values with the right lighting.

Designing sustainable stores

One of the main demands of a food store are energy efficiency since there is often large areas which are illuminated and the store has long opening hours. More than 30 % of a store’s energy cost is lighting and for that specific reason it is important to make an effort in optimising the solutions – for the environment but also for the sake of the retailers who can decrease their energy bill significantly.

At Fagerhult we take time to make an accurate analysis and are always questioning if there is any light that is redundant, if any lower wattages could be used, and whether a control system or dimming would be effective.

We have been able to help our clients reduce their energy consumption by as much as 50 % in general, by just thinking outside the box and not walking down the same old route as always.

Lighting can truly make an impact in a food store by finding smart solutions, changing to efficient LED luminaires and using intelligent control systems we can create a sustainable store for the future. Meeting higher energy demands from LEED and BREEAM.

Converting to LED can save up to 50 % of the energy use in a store, see an example on the next page.

For us it is Crystal Clear

In our environmental initiative Crystal Clear we highlight the importance on thinking sustainably when creating future proofed lighting solutions.





50 % savings by converting to LED

Lighting plans involves much more than just placement of luminaires. With Fagerhult Life cost calculator we calculate the total lifecycle cost including energy consumption (LCC-calculations) in the store and see how the project can be energy efficient.

By replacing the old light sources to LED there is much money to save. This is an example how a typical Swedish 5000 m² store can save energy by converting to LED.

| FDH T5 | LED |
|---|---|
| 1000 2x49 W T5 luminaires with 2000 light sources for general lighting. | 1000 LED luminaires for general lighting. |
| Energy cost/year about 52 588 EUR | Energy cost/year about 26 307 EUR |

Sketch of a store



Integrated lighting gives a 3D effect and a sense of space. Go to page 10.



Enhance colours in the merchandises with Rich and Glow luminaires. Go to page 12–13.



Place the general lighting luminaires in the middle of the aisles so that they provide sufficient lighting on the shelves and the aisle. Go to page 8–11.



Create a welcoming atmosphere with pendant luminaires at the entrance and use general lighting to guide into the store. Go to page 16.



Create a flexible and interesting store by using track mounted spotlights. They provide accent light on advertisement, seasonal sales areas and pricing boards. Go to page 18–19.



General lighting

Lighting comfort enables the visitor to see the merchandise properly – in a store that is what is most important. Choose between uniform lighting in the whole store or a more dramatic look with a variety of lighting, colour temperatures and focused accent lighting. The choice depends on the feelings you want to evoke and which concept you are looking for. We carefully consider how the lighting should be aimed, to avoid wasting energy on empty spaces.

A store has different areas of importance. Identify these and consider the main areas so that they are provided with sufficient light. Give more thought to the large gondolas with highlighted merchandise. By illuminating these areas with for example spotlights you create interest in the store.

In large aisles the light on the floor is not as important as the light on the shelves and the merchandise.

Lighting also navigates and guides the customer in the store. It could be by enhancing different areas with spotlights, using light controls such as presence detectors or by working creatively with colour temperature.

Mounting options and ceiling heights

Track mounted, recessed or surface mounted; there are a variety of installation options. Consider the ceiling height in the store and choose luminaires and installation height so that the merchandise and interior gets sufficient light.

We have spotlights that can be used in supermarkets with

high ceilings where a truly effective spotlight is required. In high ceiling, the tracks where the general and accent lighting is installed, do not have to be suspended any lower than 4–4.5 metres. This will make sure that the groceries, not the lighting installation, will get the attention of the shopper.

Colour temperature

The temperature of light is a main key to the feeling of the store, a warmer light can give a more homely feel, though also give the impression of a store offering good deals on the merchandise. Colder light can on the other hand give a more fresh or luxurious feel. The choice depends on which expression you want to give but a combination of colour temperatures can create a more dynamic and interest-

ing store. Tuneable luminaires also offers the flexibility to change the colour temperature after the merchandise on display.

Use controls

LED enables us to use light controls in a store, which makes the lighting far more efficient. Light controls can help to save energy and decrease the store's carbon footprint.

Install an intelligent lighting with a control system for retail purposes including presence detectors, daylight sensors, manual controls or set programmed controls. This could reduce energy by up to 50 % in general and also create dynamic lighting scenes that boost the experience.

Accent lighting

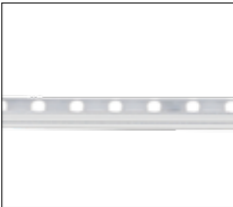
Accentuated light gives a dynamic store. By using spotlights you can create interest in different merchandise on displays and gondolas to create eye-catching spaces to which customers are drawn. We offer a large range of spotlights for different kind of merchandise, for example light adjusted to specific merchandise and tuneable luminaires in which you can change colour temperature after displayed items and seasons.



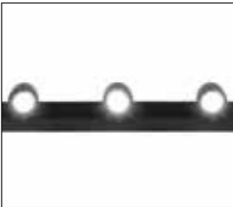
Zone Evo
Highlight and create dynamic solutions.



Marathon
A stylish LED spotlight with a cylindrical clean design.



Diva II
A LED strip with a slim design and high light output.



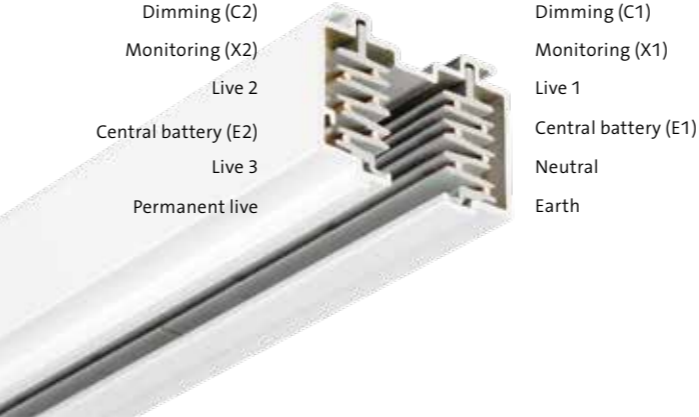
Relay spot
Relay spot enhances products on top of shelves and furniture.



Lumiline
Lumiline is perfect for integrated lighting under shelves.

Integrated lighting

In large aisles integrated lighting makes a true difference. Combine the general light with integrated lighting that enables you to lower the general light and also give a sense of space. A store has many shelves, which creates different rooms and aisles. By illuminating the vertical spaces something happens to the overall impression and the sense of the place. The items will be illuminated in a better way and the merchandise gets good visibility and the aisles feels more welcoming.



Flexible iTrack

Imagine being able to combine the design and flexibility of a track lighting system with the power and installation efficiency of trunking. iTrack combines the best of both worlds to create a powerful, flexible and aesthetically pleasing system. It integrates lighting, controls and emergency functions into one single solution that is fast to configure, install and change.

iTrack has been optimised for retail installations. It can be ceiling mounted or suspended to create a consistent brand identity regardless of the ceiling solution.

With today's ever increasing labour costs, time spent on-site can be extremely expensive. iTrack is designed for fast, efficient installation, and cuts time by up to 80 % compared to a traditional hard wired system. This not only produces overall cost savings, it can also dramatically accelerate any store fit programme, allowing projects to be opened sooner and delivered more quickly.

Product suggestions for general lighting



Multilume Function LED
Illuminate the store in a comfortable way with reduced glare and decreased energy consumption. It is designed to easily install in functional ceilings or on a track.



iTrack Line LED
iTrack Line LED is the general lighting luminaire for the flexible iTrack system. It lowers the energy usage and provide efficient and comfortable general lighting in a store.



iTrack
Create flexible retail solutions with the iTrack system.



Pozzo
A recessed luminaire that gives nice patterns at the ceiling.



Multilume series
A recessed family of LED luminaires.



Tibi
A LED pendant that is pleasant to look at that can create that homely feeling.



Iceberg
Use in big cluster or a stand-alone. Its shape is clear and fresh.



AllFive LED
Its prismatic louvre offers uniformity and safeguard against glare.



Deli area

This area should have a fresh look. Here it is beneficial to work with focused light and contrasts. Lower the general light and add specially developed luminaires for these products. The look of meat, fish, cheese and deli is affected by the quality of light. There is no need of coloured filters; we have luminaires with Rich and Glow functions, specially developed lighting enhancing products in these areas. Combine with general spotlights and get a fresh environment.

There are many functions in our integrated luminaires and spotlights with different ceiling options. Install a spotlight in obliquely from above. In a lowered ceiling, which is common at these areas, you can install a recessed luminaire and combine with a pendant luminaire to further accent the area.



Product suggestions



Marathon

A stylish track mounted or recessed LED spotlight.



Marathon Rich

Track mounted or recessed LED spotlight optimized for meat and seafood.



Marathon Glow

Track mounted or recessed spotlight made for bread, cheese, fruit and vegetables.



Zone Evo

Stylish conical design, equipped with the latest in LED technology.



Zone Evo Rich

LED spotlight in a track mounted or recessed version optimized for meat and seafood.



Zone Evo Glow

Track mounted or recessed spotlight made for bread, cheese, fruit and vegetables.



Pozzo

A recessed LED luminaire that gives nice patterns in the ceiling.



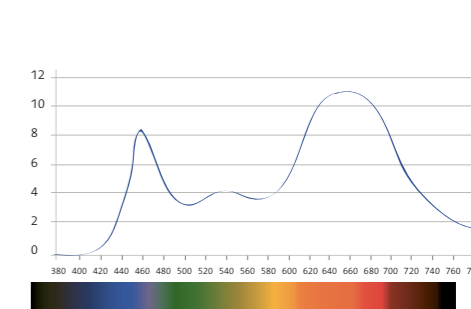
Terso

A simple yet beautiful LED pendant, available in several colours.



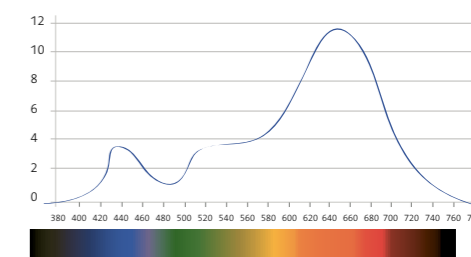
Abell

Retro-looking LED pendant equipped with distinctive grills.



Rich

Rich is equipped with a LED module that is strong in the blue, red and white spectrum. This fact makes it suitable for illuminating fish counters that stage both red fish and seafood, such as salmon and shrimps, but also ice and silver skinned fish types and meat section which makes the meat tendons shown in an appetizing way.



Glow

Glow is tailor-made for the bread, cheese, fruit and vegetables section and is equipped with a LED module that is specifically selected and tested for illuminating such foods. The spectral curve is strong in the warm coloured spectrum, which bring out the warm tones in these groceries.

Fruit, vegetables and flowers

Accent light is beneficial in this area. Lower the general lighting and add spotlights or recessed spotlights in the ceiling. This is an area where the ceiling height can be lowered which enables you to work more with the atmosphere. If it is high ceilings, choose a spotlight with good light output.

Choose spotlights and mix them with luminaires with a Glow function. They are tailor-made for the fruit and vegetable section and are equipped with a LED module that is specifically selected and tested for illuminating such foods. It is strong in the warm coloured spectrum that makes it suitable to illuminate fruit and vegetables as well as giving flowers a fresh look.

Another option is to use a spotlight with a warmer light temperature of 2700 K. Or use a tuneable version in which you can change the colour temperature after colour of the displayed items.



Bread and pastries

Larger supermarkets often have a very extensive bread section with several displays of both fresh baked bread as well as pre-made breads. Nevertheless you don't want to get the impression of unbaked bread, you want the bread to feel crisp, golden and fresh. This is partly achieved by the baker of course – but also by the lighting.

To accentuate the bread it is possible to use spotlights combined with general lighting. It also enables you to lower the general light. To really boost the freshness and the warm yellow tones, we recommend luminaires with suitable LED Glow modules, carefully chosen for this type of applications. Or use a spotlight with a warmer colour temperature of 2700 K.



Marathon Glow
This recessed or track mounted spotlight has a Glow function, tailor-made for fruit and vegetables.



Zone Evo Glow
Give fruit and flowers a fresh look with recessed or track mounted Zone Evo Glow.



Marathon Tunable
Switch white colour temperature from 2700–6500 K after the colour of the displayed products.



iTrack Line LED
This luminaire offer efficient general lighting in large stores and supermarkets.



Multilume Function LED
Get better light distribution and more light on the products with Multilume Function LED.



Marathon Glow
Choose between LED track mounted spotlights or a recessed version in black or white.



Zone Evo Glow
Enhance warm yellow tones in bread and pastries with the recessed or track mounted spotlight.



Pozzo
Bring the feeling of daylight into spaces where there may be limited access to the real thing.



Entrance

This is the place where the first impression is made. Create a welcoming atmosphere and use lighting to enhance the architecture. Evoke feelings by night by using coloured light in a creative way. Or why not use light controls to create a dynamic impression.

Enhance the structure in the facade and use lighting as a way to navigate to the entrance. When entering inside, use lighting to make a statement and take advantage of the big open space by adding pendants or light lines in different imaginative patterns. Signs and advertisement can also be highlighted with spotlights.



Checkouts

This is not only a place where to pay your merchandise it is also a workspace for the staff, a place where they sit many hours of the day. Add good lighting comfort and work lighting over the checkout. It is important to have sufficient lighting both on the floor and the conveyor to create a satisfying environment.

The checkouts are also an important place in the store since it is the area where the last impression are made. Use eye-catching pendant luminaires to highlight and navigate to the cashier desk. This is a perfect area to inspire and make the customers spontaneously buy chewing gum, sweets or magazines.

The lighting should be just as well planned as the display setups around these areas. Use spotlights to enhance and highlight these products and the special offers that are the last merchandises the customer sees before leaving.



Rondo
The timeless design makes Rondo a perfect choice for lighting around commercial buildings.



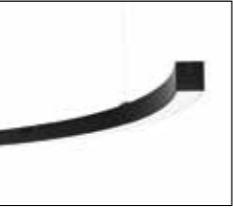
Azur
A LED bollard that works great to illuminate walkways and to guide customers into the store.



Marathon
Highlight signs and advertisement with spotlights and add light control for a dynamic solution.



Tibi
A LED pendant that is pleasant to look at and can be used to create that homely feeling.



Freedom
This luminaire helps to guide and its light lines can be a nice design element at the entrance.



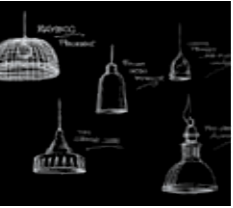
Multilume Function LED
Decrease your energy consumption by converting from fluorescent tube to LED.



Multilume
A family of recessed LED luminaires. Choose from different light experiences and shapes.



Tibi
This LED pendant can be used to create atmosphere and general light in the checkout.



O.D.D
Show your brand's true personality – create your unique vision together with Fagerhult O.D.D.



Marathon
Highlight special offers with a spotlight. That creates interest before leaving the store.



Advertising and focus areas

All the signs, price tags and graphics are decorative elements that are important for the store. Use accent lighting together with general lighting with iTrack Line LED and Multilume Function LED to highlight the advertisement.

Illuminate focus areas like you will illuminate a display window, a room within the room. With track mounted spotlights and tuneable lighting you can change the lighting after the season. The iTrack system, a track mounted solution, makes flexible lighting possible in a store and the asymmetrical wallwasher function of iTrack Line LED gives a comfortable lighting on the walls.

Product suggestions



Multilume Function LED

This luminaire gives a comfortable efficient general lighting. For functional ceilings or on a track.



iTrack Line LED

Get comfortable lighting on walls, advertisement and focus areas with the asymmetrical version of iTrack Line LED.



Marathon

A LED-spotlight designed for track systems. Available in both black and white versions.



Zone Evo

A flexible spotlight with good lighting comfort.



Zone Evo Recessed

The segmented reflector gives an excellent visual performance.



Marathon Tunable

Add tunable lighting and change the lighting after the season.



O.D.D. Pendants

Use on demand design to invent a special luminaire.





Refrigerators and freezers

In dairy areas and places where refrigerators and freezers are installed it is beneficial to have a colder light, about 4000 K. It applies to the senses that the area is cold enough, so that there are no feelings of the merchandise to melt. For this area we can offer integrated lighting and lighting for refrigerators and freezers through partners.



iTrack Line LED

Get comfortable lighting on walls, advertisement and focus areas with the asymmetrical version.



Iceberg

Give an icy accent lighting with a LED pendant.



Multilume

Create a room with completely level surfaces or with dynamic shapes that do not dictate where the furnishing goes.



Pleiad

This LED luminaire brings general light. With glare control you can avoid unnecessary glare.

Beverages

Sparkling waters should appear crisp and cool whilst juices, rich and full. Once again the light source itself is important in making this happen. Also the bottles are often placed close to each other on deep shelves.

In such shelves LED strips can be conveniently integrated for a smooth enhancing light that makes the bottles stand out. In the more exclusive drink sections it can be flattering to use accentuating spotlights to create more dynamics and exclusivity.

The Rich luminaires from Fagerhult is equipped with a LED module that is strong in the blue, white and red spectrum. This fact makes it suitable for illuminating beverages making them look fresh.



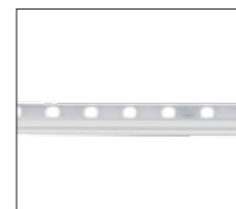
Marathon Rich

Track mounted or recessed spotlight with a LED module that is strong in the blue, white and red spectrum.



Zone Evo Rich

Track mounted or recessed spotlight with a LED module that is strong in the blue, white and red spectrum.



Diva II

A LED strip with a slim design and high light output.



Back of the house and storage

This is an area where functional lighting is of most importance. This area also enables you to lower the light output throughout the entire day. Work with light controls to set scenes over the day or use presence detectors to increase lighting when someone enters the area. This can give energy savings to the project.



Discovery Evo

A classic multi-purpose luminaire that can be equipped with presence control and can be optimised with e-Sense Move.



AllFive LED

Universal luminaire suitable for kitchens, developed for industrial use, tolerates damp and stress.



Pleiad

Pleiad gives perfect light treatment, automatic installation and efficiency where you need it.



Lounge area

This is a place for comfort, a space where you should feel like home. Create a unique atmosphere that make you enter another world. Sit down and relax and have a coffee or eat a delicious meal. The lighting should enhance the experience. Work with identifying elements such as unique pendants, general light and accent light with spotlights.



Freedom

Sketch your own lines with light.



Tibi

Decorative lighting with a distinct form.



Fabian

The classic pendant from 1969 with a modern LED facelift.



Terso

Comfortable general light, available in two different sizes.



O.D.D. pendants

Create new solutions with On Demand Design.



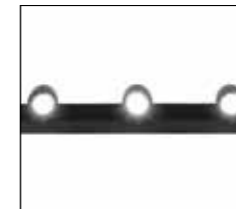
Pleiad

Pleiad with LED brings perfect general light in any area.



Marathon

Create focused light with sharp shades with Marathon.



Relay spot

A miniature LED spot-light suitable for furniture applications.



Zone Evo

Enhance the area and create accent light with spotlights.



Zone Evo Recessed

Equipped with a highly efficient LED module.

Cafes and restaurants

Close to large supermarkets or shopping centres you find cafes and restaurants – a place where you can relax, socialise and gather energy before or after shopping.

In these areas there is a possibility to create atmosphere and identity with the interior but also with the lighting. There is more room for creativity and opportunities in these areas to make a comfortable and inspiring atmosphere.



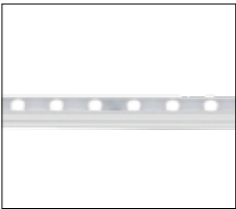
Cashier desk area

The cashier desk area is an important communicative place in a cafes and restaurants. This area should also reflect the brand's identity. There is a need for different kind of lighting such as illuminating displays, the wall behind the cashier, screens, logos, prices, shop stand, fridge and refrigerator.

Enhance details with lighting and illuminate properly what is on display, with accent lighting or light adjusted to different merchandise, such as pastries and bread.



Glow
Tailor-made for illuminating and enhancing warmer colours.



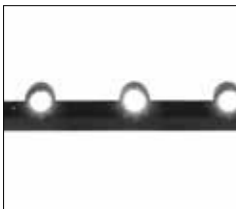
Diva II
A slender LED luminaire perfect for retail cabinet displays.



Marathon Tunable
Switch white colour temperature from 2700–6500 K.



Zone Evo
Equipped with MIRO reflector and the latest in LED technology.



Relay spot
A miniature LED spotlight with 3000 K.



Fabian
Retro luminaire, available in 26 standard colours.



Terso
A luminaire that can bring a cosier atmosphere.



O.D.D
Work with On Demand Design for unique solutions.



Back of the house

Behind the scenes the lighting should be functional and give a sufficient light. Use efficient luminaires suitable for kitchens that tolerates damp and stress. An efficient way is to use presence detectors to increase lighting when someone enters the area and to lower it when no one is around.



AllFive LED
An energy efficient option for the store.



Pleiad
An economical choice with a beneficial pay-off time.



Discovery Evo
Surface mounted or recessed in ceilings or on walls.

Kaubamaja Food Department

The Food Department at Kaubamaja in Tallinn is an actual proof that it is possible to use fewer luminaries while still remaining the same light levels. Kaubamaja Food department offers exclusive and organic labelling within both food and drinks in Estonia.

The 2000 m² food department has decreased the energy consumption from 17,5 W/m² to 10 W/m² and decreased the number of general lighting luminaries from 386 to 186 – but retained the same light level.

Due to an old and inefficient lighting solution a complete change was made at the food department together with Fagerhult. A new solution including general light, spotlights for shelves and a spotlight solution for the beverage section. All sections got new luminaries. Marathon recessed illuminates the sales area such as logotypes and pictures. Zone Evo recessed illuminates the cheese, vegetables and the advertisement.

Several other luminaires were used; Multilume Free provides the general lighting, Pleiad Evo illuminates the working area behind the meat and ready-to-go food counters and the storage area gets general light with AllFive LED.



ICA

ICA Maxi in Haninge, one of Sweden's largest ICA stores is an example where Fagerhult has implemented successful lighting solutions and managed to reach the goal of 12 W/m².

Decreasing energy to specific levels is important, as well as cutting energy cost. For that reason we have been engaged in several energy efficiency projects where we have managed to create energy savings up to 50 % by doing inventories, measurements, systematic LCCs, replacing old light sources and planning the lighting design thoroughly.

ICA Maxi in Haninge is a store with 10 000 m² where Fagerhult had the benefit of being the main lighting supplier. Thanks to Fagerhult O.D.D™ we could provide suitable products for this particular store and its premises. We created a suspended arm with fix points where Marathon spotlights could be installed – despite of the high ceiling. We also created a special bracket that could be mounted directly on our standard product Dupio.

Hypermat

The large supermarket Hypermat in Sweden is the existing proof that light comfort and energy efficiency goes hand in hand. By using light controls in a smart way their energy consumption decreased with about 35 % while creating a comfortable feeling.

On the border between Norway and Sweden lies an impressive 15 000 m² store. The supermarket Hypermat wanted to create a modern store with future proofed solutions where it was important to create a comfortable, stress free environment where the merchandise are displayed clearly.

2200 pieces of Multilume Function provides the general light over the retail area. Its slim profile makes it almost invisible at the ceiling. The whole store has pre-set lighting scenarios with lighting that are adjusted to the activities of the store.

When the light levels were set the lux levels were chosen after how the lighting at each area was perceived. When the levels felt right, it was not 100 % output, but levels between 50–90 %. This became an important factor to further lower the energy usage.

The final result – a glare free uniform and comfortable, and most of all, sustainable store.



Azbuka Vkusa

The premium Russian food store chain Azbuka Vkusa opened a new special supermarket in Moscow focusing on how the children experience the store. Fagerhult enhanced the unique design and atmosphere by using special lighting solutions for each area.

Together with the retail company Jos-DeVries Azbuka Vkusa created a children retail concept. The children got their own route marked and highlighted in the store with colour ceramic tiles that lead them to exciting places in the store. The special entrance is decorated with a giant watermelon and to create a spotty lighting effect inside the watermelon Relay spot were used. Relay spot is a small LED spotlight family that easily fitted into interior, perfect for integrated lighting.

The general lighting is provided by Pleiad downlights and pendant Tibi, its super ellipse shape gives a crisp and radiant light in the entrance and over the cash desk. While retro-looking pendant Abell creates decorative lighting over the cheese- and bread counters.

With different solutions for each area the light is planned to enhance all the fun experience the kids will have in the store.



Globus

A big open skylight brings a pleasant natural daylight feel to the Globus store and is one of the solutions made to lower the energy consumption at this large hypermarket. For the lighting Globus wanted to align the emergency, general and setback light into one and the same system – and the flexible track system iTrack was chosen to fulfil those needs.

Fagerhult created the lighting design and supplied lighting for the sales area, mall zone and food court. Over 3 500 metres of flexible iTrack was used and covers the whole sales area.

For energy efficiency the gallery's large skylight is optimized with daylight control system. Pleiad Comfort downlights with protection glass are used in the sales area, workspace and at the food court.

The food court was illuminated effectively with light sources using different temperatures as well as various accessories. For example, in the bread and cheese departments gold reflectors were used in the luminaires, to enhance the appearance of the food on the display.

Fagerhult developed a O.D.D luminaire especially to give general light and connect to the emergency, general and setback lighting.



Biomarket

Biomarket in Viimsi, has 200 m² with one of the biggest assortments of eco, health and wellness products in Estonia. Fagerhult has delivered a lighting solution with high efficiency with focus on illuminating the merchandise properly.

Biomarket were looking for a professional lighting solution for their new store in Viimsi. With the right lighting they wanted to increase the feeling of the eco consciousness brand. Fagerhult presented a solution with track mounted Zone Evo with an efficiency of 15 W/m². In future stores even lower numbers, as 13,5 W/m² can be reached with Zone Evo G2.

It is important when illuminating a food store to have enough light on all shelves, tables and products and not leave any spots in the dark. Biomarket got a dynamic track solution with less light on the floor that makes the eye drawn to the signs and products. By choosing LED luminaires the store has at least 50 000 maintenance-free hours and the store's eco-consciousness thinking is reflected in the store.



Cederleüf & Svenheimer

The traditional cafe and bakery Cederleüf and Svenheimer show how sustainable solutions and food goes hand in hand. The interior design company Studio Streck came up with a new concept where Fagerhult delivered new LED lighting.

Cederleüfs & Svenheimer is a family cafe business in Gothenburg, Sweden. With knowledge of three generations they produce locally baked products. When redesigning it was important that knowledge and eco consciousness were reflected the store, from materials and colours to luminaires.

Fagerhult delivered a lighting concept with the LED spotlight Marathon with a medium beam. To avoid glare in the cashier area honeycomb accessories were used. 3D-programs were also used to visualise the result.

Switching from traditional fluorescent lamps to LED lighting made important energy savings. The redesign stimulates sales and makes the pastries and bread look even better.



Holy Greens

Holy Greens is a Swedish food chain with health and local produced food in focus. With the new LED lighting they have a future proofed solution that highlight the store in a fresh and favourable way.

Holy Greens is presenting new salads and juices every season, giving the customers a flexible and nutritious menu and the possibility to have a constant relationship with local farmers.

The primary products from the farmers are carefully illuminated with Marathon spotlights with a Glow function. Marathon Glow is the ultimate luminaire for bringing out warm tones in a store, perfect when illuminating healthy salads and juices.

The nature coloured elements, the menu, wooden interior and the green plants are also enhanced with the Glow function, which create a more homely feeling in the store.

The Glow function is also used to highlight the white crisp tile to create a warm feeling on the wall. This concept gives the store a dynamic lighting solution, which is complemented by the large amount of daylight coming through the windows.



Starbucks

Starbucks had a desire to upgrade and improve their current lighting solution to LED and turned to Fagerhult for guidance. Starbucks presented a new shop in Nottingham to upgrade, the location being an old grade 2 listed building which once acted as a hotel.

Fagerhult delivered a new LED lighting concept focused on the reduction of luminaires, different levels of light and a energy and maintenance reduction programme.

Pleiad G3 downlight was selected for general lighting due to its technical glare reduction device, the perfect choice for consumers who wanted a comfortably lit environment.

To provide accent and contrasting lighting to the artwork on the walls, Marathon Recessed 1100 lumen spotlights were used with both narrow and medium beam reflectors. In the serving area, Marathon track mounted 2000 lumen spotlights with medium beam reflectors were installed to highlight the menu boards.

This solution provided a 41 % reduction in energy consumption when compared to their existing solution and reduced their maintenance costs to £0 for a period of 5 years.



Pret A Manger

One food retailer that takes its green responsibility is the leading UK sandwich and coffee stop chain Pret A Manger. They emphasize the use of natural ingredients and all sandwiches are made on the day of purchase in a kitchen at each location. Food left unsold at the end of the day is collected by charities and distributed to the homeless and these are a few of many initiatives that make them an aware and sustainable company.

Working closely with Fagerhult, they selected a track mounted spotlights to provide the accent lighting within the stores. Four different lighting scenes were created depending on the time of the day. One for the morning rush, an energizing lighting scene and one for midday, a more intimate scene. In the evenings the lighting scene change to a lower lit ambiance for people to relax and wind down. The last and fourth lighting scene turned all luminaires off with the exception of a few carefully chosen luminaires that ensures the brand messages are seen throughout the night.

This type of lighting control decreased the energy consumption in the shop when the luminaires were not always at full output.





At Fagerhult we feel passionate about retail lighting and can cover the entire spectrum of your lighting project – with high quality products, education, concept development, on demand design, light planning, aiming and on-going maintenance. In this Light Guide we will give you tips on how to create a sustainable retail environment and give suggestions on what kind of products to use.

Fagerhult is a part of the Fagerhult Group, one of Europe's leading lighting groups, with about 2,400 employees and operations in approximately 20 countries around the world.

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