



solutions
**SUPERMARKET
LIGHTING SOLUTIONS
AND DESIGN GUIDE**
guide



makes it better



How do grocery store operators give their establishment an edge so shoppers return, instead of going to the competitors?

In order to set themselves apart, grocery stores are focusing on better design. Lighting plays a key role in creating the drama and excitement found within the specialty departments: produce, deli, seafood, bakery, wine and floral. These areas give merchants the opportunity to showcase goods that become impulse purchases and distinguish their store from the competition. When these sections are merchandised well, retailers have a better chance of gaining a higher market share and adding to the bottom line.

Con-Tech Lighting manufactures a variety of lighting systems including recessed, track, rail, beam, and Busway that keep stores looking fresh and up-to-date.

Our goal is to guide you through the lighting process and be your lighting resource. It takes time and effort to ensure that an investment in lighting will be returned to the bottom line, and it's a partnership we'll be involved with every step of the way.



GOALS OF SUPERMARKET LIGHTING:

- Establish a visually comfortable environment to evaluate merchandise.
- Provide a visual hierarchy to direct the shopper to "must see" items and specials.
- Create a signature appearance throughout the store.
- Reduce heat from lighting fixtures; especially in areas with perishable products.
- Lower energy costs.



Capabilities

CON-TECH CAPABILITIES

Whether you are a specifier, retailer or contractor; Con-Tech will support you through every part of your project to help you create picture-perfect results

DESIGN ASSISTANCE

Lighting designs can get tricky. It takes time to verify every fixture and make certain that every length of track is just right. We're here to help you get it right - from the very beginning.



PRODUCT VARIETY

Con-Tech has the most extensive offering of track systems in the industry. We have over 300 track fixtures as well as hundreds of recessed fixtures, wall sconces, and decorative glass. A total of over 5,000 products, many exclusive to Con-Tech.



SAMPLE AVAILABILITY

Sometimes a catalog picture and specification sheet just aren't enough information to make a lighting selection. Let us provide a sample of the fixture(s) in consideration so you can make the choice personally.

ON-SITE VISIT

Supermarkets are our specialty. We cover the country and can make recommendations based on your goals for your store. We can analyze local stores and offer ideas to make your sales floor stand out from the competition.



MOCK-UP

Once the goals of the project have been established, let us provide fixtures that can be installed temporarily. Taking the time to see the change on a small scale is often just the spark it takes to get the project underway.

SPEEDSHIP™

We never want to be the reason a project is delayed. We ship over 92% of our orders within 24 hours at no additional cost. Our products are in stock and ready to ship.



SOLUTIONS SPECIFICS

The average American family visits the grocery store 2.2 times per week. A well planned, well lit store helps them find the items they need, makes them feel comfortable. It encourages them to stay and browse longer, which is key to them buying more.

People make decisions based on what they see, so it is imperative to use the right fixtures, lamps and filters to enhance the freshness and quality of the food. Lighting should be bright enough to make the merchandise appealing. Print on packaging, such as nutrition labels and ingredients, should be easy to read. Proper lighting also reduces glare and reflection on glass cases, allowing customers to clearly see the products contained within.



When highlighting specialty areas, such as produce, deli, wine displays and end caps, the light should be 3 times brighter than the general lighting. Designing for lower ambient levels not only makes it easier to highlight displays, but also puts less strain on the refrigeration system and reduces energy costs.



It is crucial to plan the location of lighting sources to minimize their appearance and maximize the visual impact they have on merchandise. By doing so, customers will be more attracted to the merchandise and less distracted by the lighting system. A flexible lighting system, such as track or Busway, is extremely cost efficient. Fixtures can be added, removed and redirected easily, without the added expense of a contractor, making it ideal to keep up with perpetually changing displays.

There are a variety of key characteristics to consider when developing lighting designs for supermarkets: color rendering and appearance, points of interest, lamp life, light distribution, system control and flexibility, system efficiency and lumen maintenance. Let Con-Tech Lighting be your source for high quality, cost efficient and flexible grocery lighting systems.



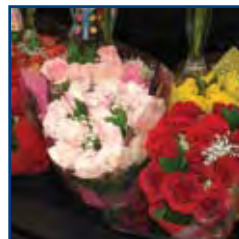
PRODUCE DEPARTMENT

- Make center department tables and dumps as attractive and vibrant as the produce within the self-lit 'crisper' coolers.
- In areas with large amounts of warm colors, use Ceramic Metal Halide fixtures with reflectors or tinted lenses to accent red, orange and yellow colors.
- Mount 10' – 11' above the finished floor for maximum effect.
- Position power system in-line with the edges of the tables to eliminate shadows.
- Minimize heat on non-temperature controlled displays by using 39W lamp sources where possible.
- Limit or eliminate overhead ambient lighting fixtures to make the center of the department stand out.



FLORAL

- Light the department to allow the natural colors of the flora to attract customers and maximize impulse purchases.
- A high contrast ratio is required. The floral area needs at least 3 times the brightness of the surrounding area. A ratio as high as 10:1 can be appropriate.
- Use sources that minimize heat on displays.
- Limit or eliminate overhead ambient lighting fixtures to make floral merchandise stand out.
- A powered arbor, larger than the department, allows maximum flexibility for seasonal changes.
- Con-Tech Ceramic Metal Halide track and recessed fixtures deliver a punch of light to make colors pop.





DÉCOR

- Define merchandising spaces, provide vertical lighting for wall displays and increase the comfort level in the store by making the space feel brighter and larger.
- Use spread lenses and plan fixture mounting distance to control the intensity and spread of light from each fixture.
- Signs should be accented at a minimum 3:1 ratio of accent to general light levels to differentiate them from store décor.
- Con-Tech Lighting's Stealth Ceramic Metal Halide track fixtures are fully aimable for highlighting walls, displays and signs.
- Recessed products provide a clean ceiling line and aren't distracting to the customer.
- Fluorescent T5HO track products provide an even wash over large areas.

END CAP DISPLAYS

- Draw customers to merchandise by creating a dramatic emphasis with a focused light source.
- End caps require a minimum 3:1 ratio of accent to ambient lighting to make merchandise stand out.
- Limit overhead general lighting fixtures in these areas to make displays more noticeable.
- Ceramic Metal Halide sources have a different color appearance than general store lighting, which helps to highlight merchandise.
- Directional lamp types, such as Con-Tech's Micro/Lyte™, raise light levels on end caps to make them brighter than the surrounding area.
- Recessed sources with adjustable aiming, such as Con-Tech's Varia series, can be mounted above the ceiling plane, highlighting merchandise and reducing the visual distraction of fixtures.





WINE DEPARTMENT

- Light sparkling off the bottles creates visual interest and intrigues shoppers so they will spend more time browsing the department.
- To avoid glare on the glass bottles, use low wattage lamp sources.
- For a high-end feel, design for low light levels and limit or eliminate general overhead lighting.
- Mounting Con-Tech's halogen and ceramic metal halide track systems at a lower height creates a relaxed, intimate environment.



OPEN TOP CASES

- Make the open top cases a destination by supplementing existing store lighting that has poor color properties.
- Mount track, Lux beam or Busway 10' – 11' A.F.F. (Above the Finished Floor), and centered to provide the proper spread of light into the cases.
- Match lamp color temperature to surrounding area for a unified appearance.
- Con-Tech fluorescent or ceramic metal halide track systems or recessed fixtures for excellent color rendering.
- Recessed sources with adjustable aiming, such as Con-Tech's Accentuate™ series, can be mounted above the ceiling plane, highlighting merchandise and perfect for low-ceiling environments.





makes it better

Innovation

5,000-plus products, many that cannot be found anywhere else.

Quality

All products are tested before they are shipped.

Service

Technical Support and Customer Service 8am - 5pm CT, M-F.


Speed Ship

Products are shipped within 24 hours of an order at no additional charge.

For supermarket applications, Con-Tech's products deliver outstanding performance, exceptional color and energy efficiency.

Con-Tech Lighting makes it better.



 Designed and Printed in the U.S.A.

All specifications subject to change without notice.

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