

Energy & Store
Development Conference

2013
E+Sd



THE VOICE OF FOOD RETAIL 

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Development Conference

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2013

**SETTING A SELLING STAGE
THROUGH EFFECTIVE LIGHTING**

- Current Lighting Use in Retail
- Industry Metrics to measure Lighting and Energy Savings
- Factors in Lighting Design
- How does this apply to a Selling Stage?
- Future Lighting Use in Retail

Current Lighting Use in Retail

- General Ambient Lighting
 - Fluorescent Strip
 - Recessed Lighting
- Accent Lighting on Displays
 - HID- High Intensity Discharge
 - LED







TOUT PAYS
POMIDOR ROUGE
2€49

TOUT PAYS
ASPERGE VERTE
2€99

TOMATE GRAPPE
0€99

NAVET

AVOCAT
1€50

Carotte
1kg 1,49€

14



Smoked Meats

Deli

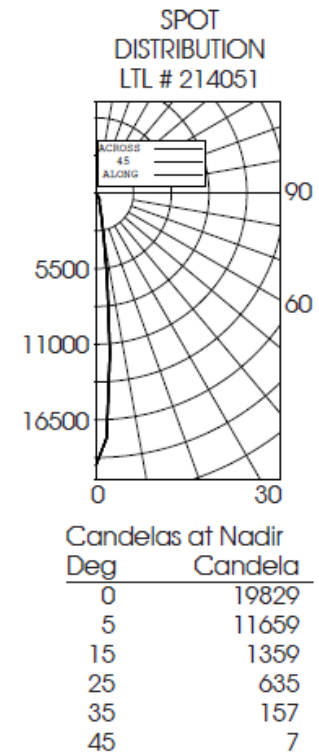
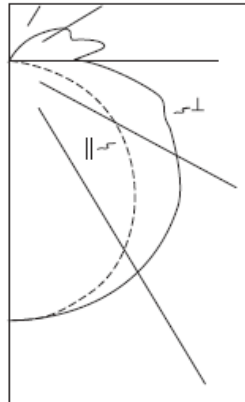
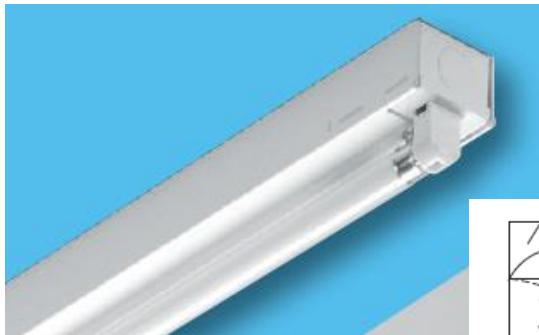
4.99

3.99

Sales = Customer Perception

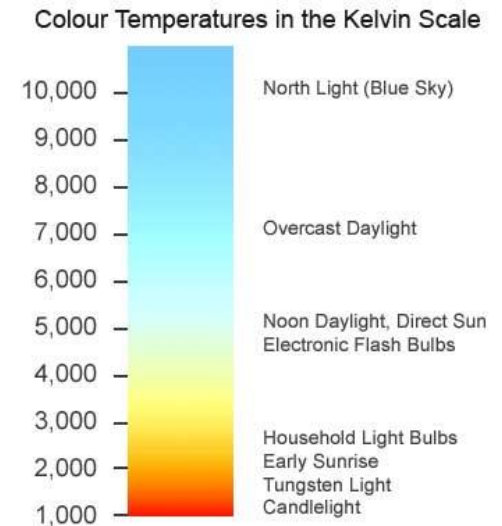
Industry Metrics

- Efficacy
 - Lumen/Watt
 - Candela Output



Factors in Lighting Design

- Footcandles
- CRI / Kelvin
- Measurable vs. Perceived Light





Color Rendering Index



CRI 96



CRI 65

Color Rendering Index



Earth Fare

Earth Fare Brands
Quality & Value

Earth Fare
LOCAL
ORGANIC
CONVENTIONAL

Tomatoes on the Vine

FARE DEAL

\$1.97 per lb

Tomatoes on the Vine

FARE DEAL

\$1.97 per lb

Cored Pineapple

FARE DEAL

\$3.99

FARE DEAL
Just Buy One Get One FREE
Specially Made

















The Selling Stage

- Varying Light Levels (Footcandles)
- CRI / Kelvin







Smoked Meats

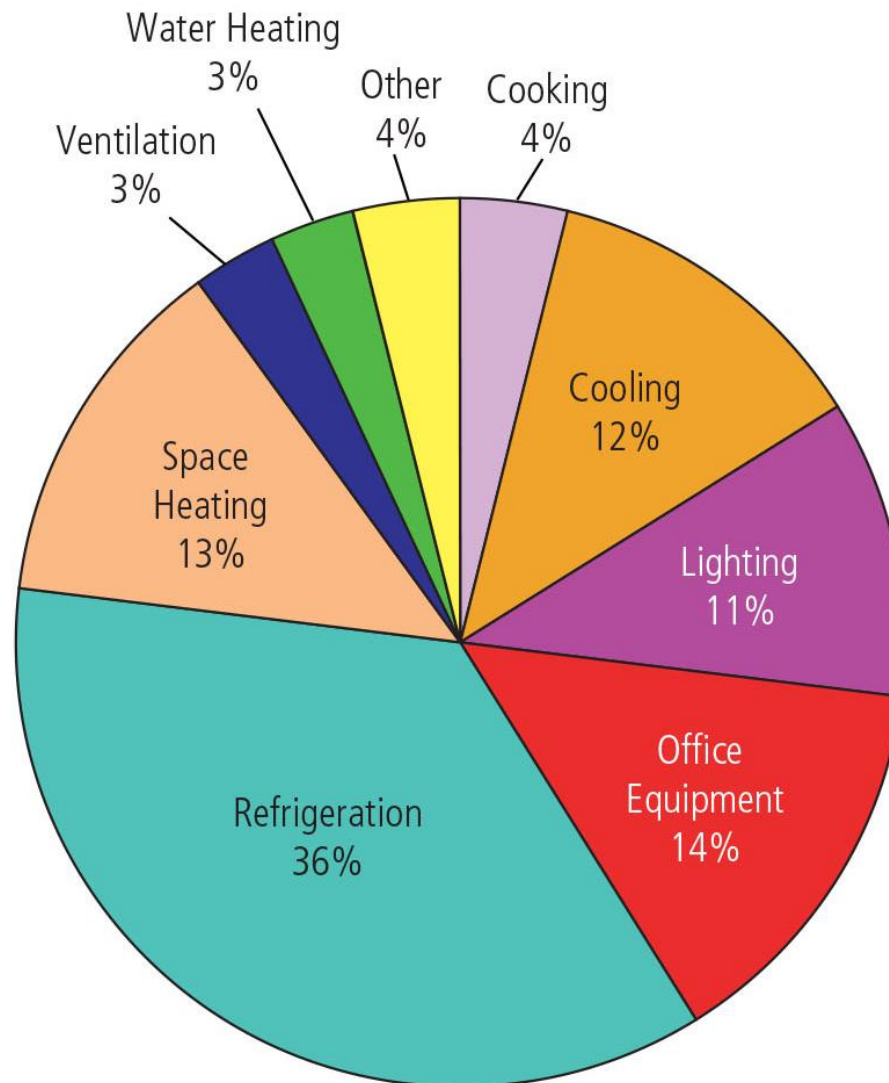
Deli

SEAMONTE CORED PINEAPPLES
4.99

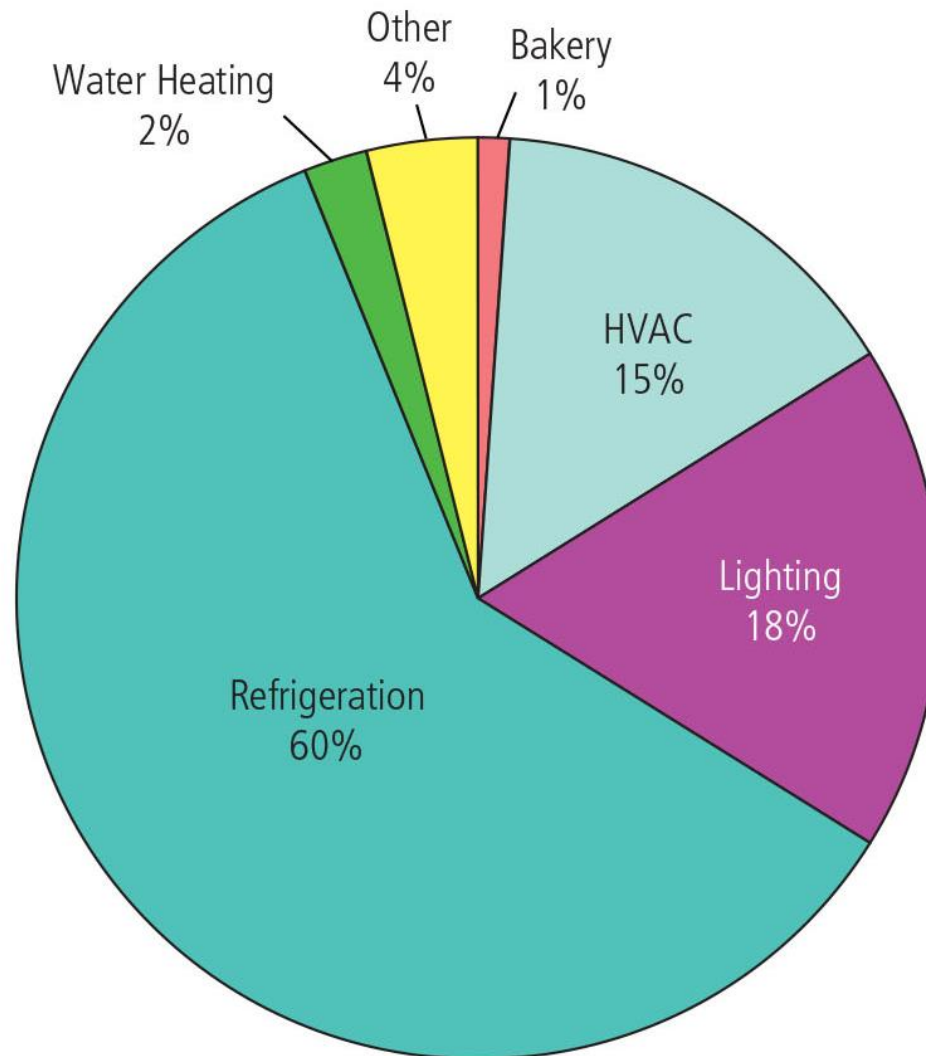
SEAMONTE CORED PINEAPPLES
3.99







Source: National Action Plan for Energy Efficiency (2008). Sector Collaborative on Energy Efficiency Accomplishments and Next Steps. ICF International. <www.epa.gov/eeactionplan>



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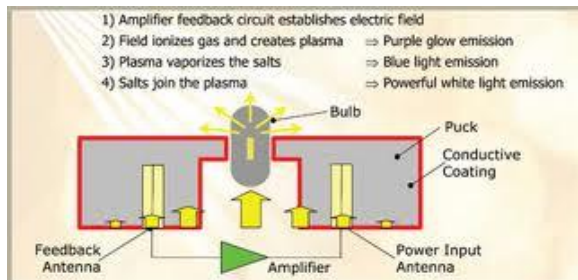
Pros/Cons of Alternative Light Sources

- General Ambient Lighting
 - LED Tubes versus Fluorescent Tubes
- Accent Lighting on Displays
 - LED versus Metal Halide
 - Plasma versus LED



Future Lighting Use in Retail

- General Ambient Lighting
 - Fluorescent Strip
 - Recessed Lighting
- Accent Lighting on Displays
 - LED
 - Plasma



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