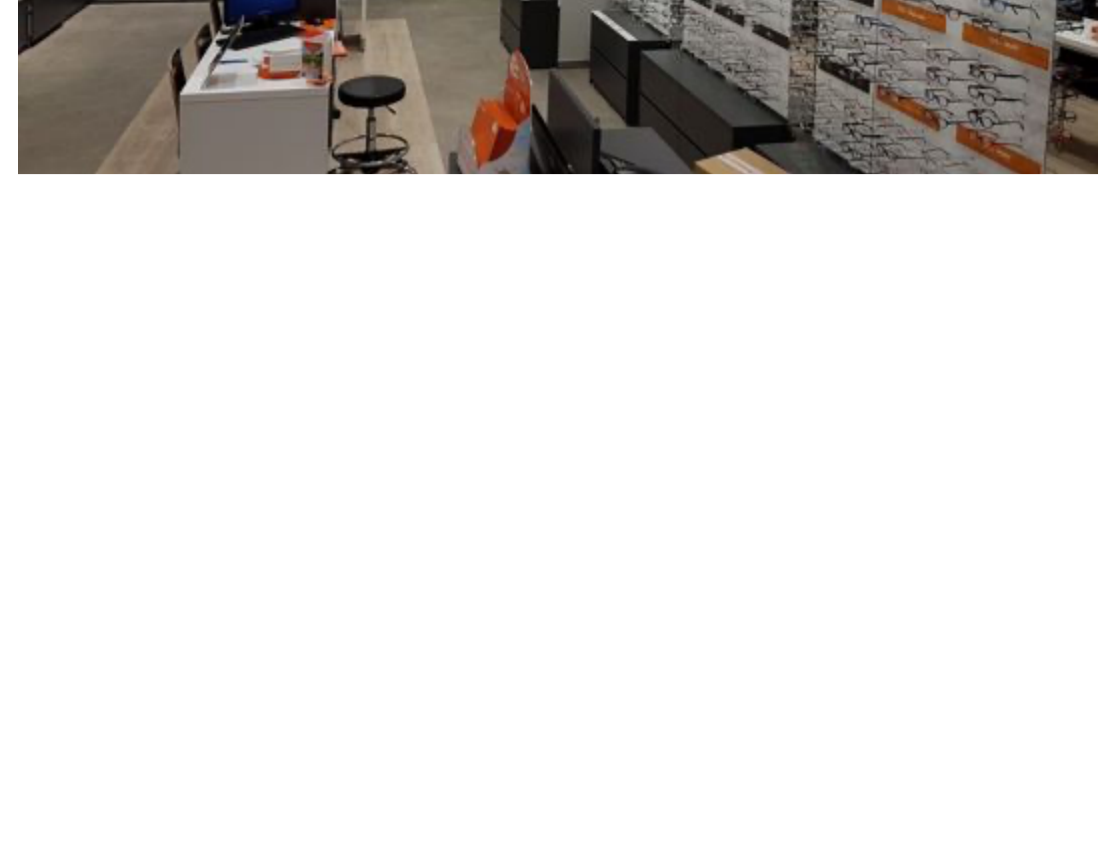


Lighting is an important part of the store concept; It can evoke emotions, strengthen your brand, and impact sales.



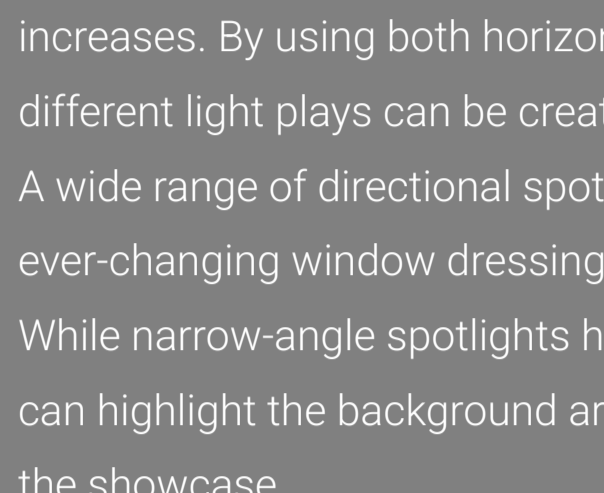
Store lighting is one of the most important elements that emphasize the identity of the brand and create different atmospheres. The more inspiring the atmosphere and the more comfortable people feel in stores, the higher their willingness to buy and the more positive their relationship with the brand.

Lighting design for stores aims to provide customers with a good shopping experience and eye comfort. Lighting should be designed to draw people's attention to the products in an aesthetic way. For this reason, general and directional products can be used in lighting designs.

Different scenarios should be feasible with controllable lighting systems.

A correct lighting design can strengthen brand identity and influence sales. It can even improve employees' overall performance.

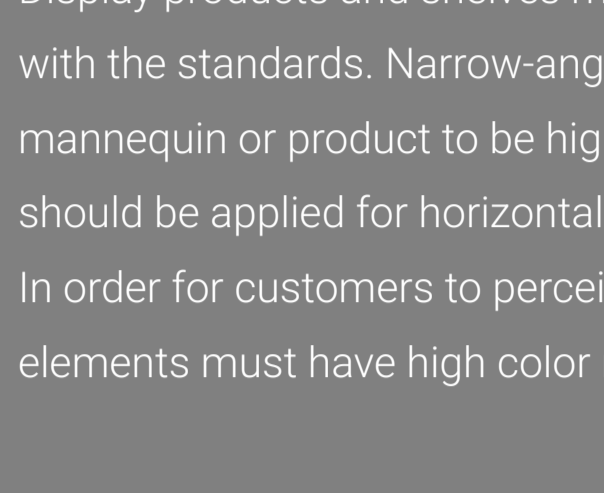
Showcase Lighting



Brightness Level (Em)	300-500 lx
Glare Value (UGrL)	19
Colour rendering index (ra)	>80

The showcase is the stage of a store. People passing by the store become customers when the display catches their eye. If the displays are illuminated effectively and dynamically, the likelihood of customers stepping into the store increases. By using both horizontal and vertical lighting fixtures, different light plays can be created. A wide range of directional spotlights with the necessary flexibility for ever-changing window dressing helps. While narrow-angle spotlights highlight objects, wide-angle spotlights can highlight the background area and other decorative elements of the showcase.

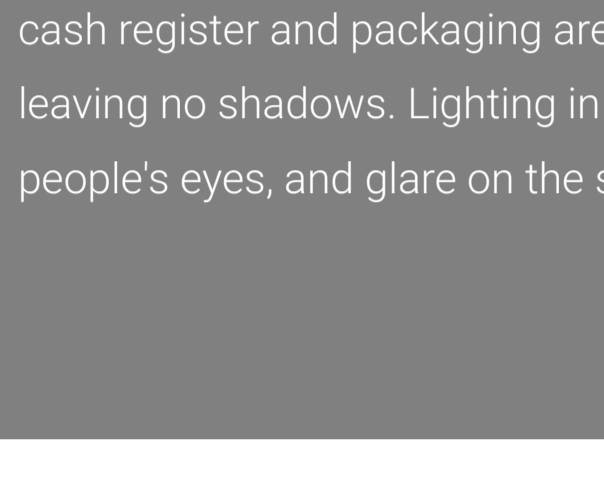
Exhibition Areas



Aydınlık Seviyesi (Em)	500 lx
Kamaşma değeri (UGrL)	22
Colour rendering index (ra)	>90

In areas with shelves and vertical product promotion, directional products can be preferred instead of general lighting. Lighting at a color temperature appropriate to the color concept of the exhibited products makes the products stand out. Display products and shelves must have brightness levels that comply with the standards. Narrow-angle spotlights should be applied for the mannequin or product to be highlighted, and wide-angle spotlights should be applied for horizontally displayed products. In order for customers to perceive product colors correctly, lighting elements must have high color rendering, preferably CRI90 and above.

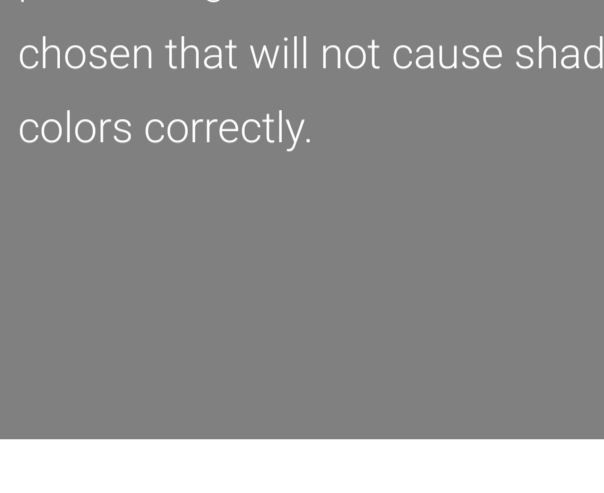
Cashier Areas



Aydınlık Seviyesi (Em)	500 lx
Kamaşma değeri (UGrL)	19
Colour rendering index (ra)	>80

Faces must be easily detected at the checkout. The surfaces in the cash register and packaging areas must be uniformly illuminated, leaving no shadows. Lighting in these areas should not disturb people's eyes, and glare on the screens used should be minimized.

Fitting room



Brightness Level (Em)	300 lx
Colour rendering index (ra)	>90

A comfortable environment should be created as the place where the purchasing decision is made. In vertical lighting, lighting should be chosen that will not cause shadowing and will show the product colors correctly.

Products suitable for Retail Lighting Solutions

