

# **SUPERMARKET**

## **LIGHTING DESIGN GUIDE**

alphabet  
bruck

# EXPERIENCE **OPTIMIZATION**

Customer experience is paramount in lighting design. This is achieved by improving light levels for visual brilliance and creating a tantalizing experience.

As Online shopping becomes the norm, the need for customer-centric design in physical stores is more pressing than ever. It's a crucial step towards ensuring the continued success of in-person consumerism.













## GOALS OF **SUPERMARKET LIGHTING**

- Let the lighting tell a story
- Focus on visual comfort
- Create a bright and spacious design
- Include “layers of light” in the design that directs shoppers toward merchandise
- Color Rendering
- Color Consistency
- UV reduction on produce
- Reduce maintenance and energy costs



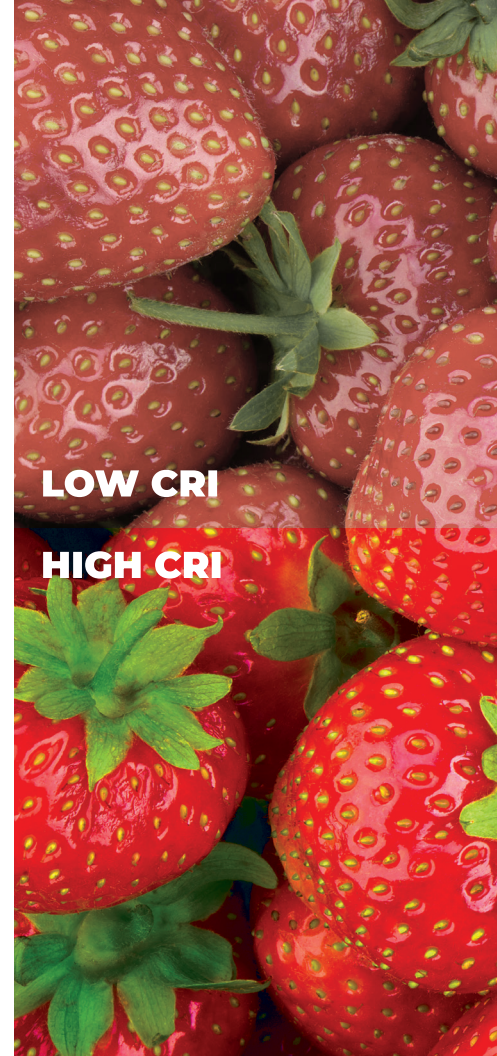
# IMPORTANCE OF COLOR

Color plays a vital role in supermarket lighting, making a difference in how customers perceive your merchandise and store.

Elements of color to consider in Supermarket Design:

- CCT – Correlated Color Temperature
- CRI – Color Rendering Index

\*TM-30 for a broader approach for scoring how well a light source will render the colors in a space.



**LOW CRI**

**HIGH CRI**









# CRI

## **COLOR RENDERING**

The Color Rendering Index, or CRI, measures how a light source renders the colors of objects compared to the sun or another light source. It is an excellent tool for comparing two products with the same CCT.

The CRI of a light source is scored on a scale of 1-100, with a higher score indicating a more accurate color rendition. This score is based on the rendering of 8 colors, providing a comprehensive assessment of color accuracy.

TM-30 is another, more detailed measure of color.

Using the same scoring, TM-30 is more comprehensive as it utilizes 99 colors, as opposed to the 8 CRI measures, and consists of three additional forms of measurement: Fidelity Index, Gamut Index, and Color Vector Graphic, for saturation and hue performance.

R9 value, part of the Color Rendering Index (CRI), measures a light source's ability to accurately reproduce strong red colors. High R9 values ensure vibrant hues appear vivid and true to life, enhancing visual experiences.

# REFLECTION **AND GLARE**

Light reflection on merchandise is an important consideration. Various surfaces have different reflectance levels, which can be used when considering the quantity of luminaires, reducing material cost while improving energy usage.

Glare is also something to consider. You want to minimize glare to ensure overall visual comfort for the customer. Glare occurs when light is in the direct sight line from a light source or when reflected off a surface.







Get healthy!  
MORE LIQUID  
& you'll be happier!

Get healthy!  
JUICE

กล้วยน้ำว้า  
กล้วยน้ำว้า  
33.-

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# CONTRAST

Light layers help consumers feel comfortable while highlighting important merchandise and differentiating sections within the store.

Four Basic Layers of Supermarket Lighting

- General or Ambient
- Accent
- Task
- Decorative

Contrast is achieved by introducing accent lighting to increase light levels, emphasizing merchandise against the general lighting.

A 3:1 ratio provides a recognizable contrast and encourages visible interest.

# HOW MUCH LIGHT

- General Lighting: 30-50 foot candles
- Task Lighting: 50-200 foot candles
- Accent Lighting: 150-500 foot candles
- Decorative lighting enhances merchandise and adds a splash of light where desired.







**Fresh Picked**  
*Produce*









# PRODUCE **DEPARTMENT**

Accent lighting helps achieve contrast ratios and helps merchandise stand out.

Other design elements to consider:

- CCT of 3000K to 3500K for a comfortable tone.
- CRI or TM-30 Rendering of 90 or above, emphasizing R9 values to bring out the most realistic color in the produce.
- Mount lighting 10' – 14' AFF for proper aiming, optimal light levels, and glare reduction.
- Track Lighting for contrast and design versatility.
- Linear Lighting for clean lines and uniformity.
- High Bays and Cylinders for general illumination.

# FLORAL DEPARTMENT

Utilize high contrast ratios to bring attention to plants, floral arrangements, and other merchandise.

Other design elements to consider:

- CCT of 2700K to 3000K for a warmer tone.
- CRI or TM-30 Rendering of 90 or above, considering the variation of colors within the department.
- A contrast ratio of 3:1 will help distinguish the merchandise from the general lighting and grab attention.
- Use track lighting to achieve a 3:1 ratio of delivered foot candles, as compared to general lighting.
- Use high bays, low bays, and cylinders for general illumination depending on the ceiling application and the store area.
- Use recessed downlights if merchandise is in an area with a low-hanging ceiling.













# AISLE **LIGHTING**

The center of the store takes up the most extensive footprint within a Supermarket. Lighting in this area needs to account for high foot candles, but also needs to provide uniformity.

- Customer navigation, merchandise visibility, glare, and color consistency are all considerations when determining lighting for your aisles.
- If general illumination is used in addition to aisle lighting, a 2:1 ratio improves the visual acuity of merchandise labels and price tags.
- For linear aisle lighting, installing lighting parallel to the shelving provides light-level uniformity for all shelves and best uses wattage per square foot.
- High bay is best for general illumination, signage visibility, and mounting height requirements above 16’.
- Track lighting is best for accenting merchandise throughout the center of the store. It is mostly used on end caps and featured products.



# **FIXTURES & TRACK**



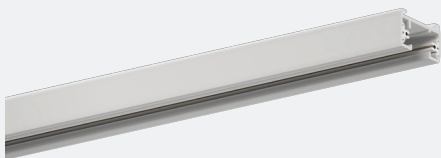
# **SYSTEMS**

## **FOR GROCERY APPLICATIONS**





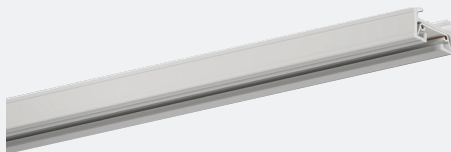
# LINE VOLTAGE TRACK SYSTEMS



H

**ECO H**

- Single circuit with 1 neutral



J

**ECO J**

- Single or dual circuit



G

**GEO**

- 2 circuit system with 2 neutrals



277V

**GEO 277V**

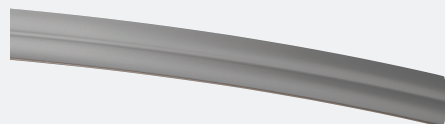
- 2 circuits with 2 neutrals



X

**GEO X**

- 3 circuit (3L+1N) + 1 databus (0-10V)



Z

**ZONYX**

- Single circuit, Flexible Ribbon Track

# GX FAMILY



**GX10**

1100 lm

27K, 30K, 35K

25° - 50°



**GX15**

1500 lm

27K, 30K, 35K, 40K

20° - 50°



**GX25**

2380 lm

27K, 30K, 35K

25° - 60°



**GXWW**

Up to 5180 lm

30K, 35K, 40K



## MOUNTING



SPOT



MONOPOINT

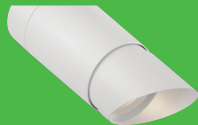


PENDANT

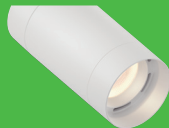


SURFACE

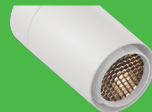
## ACCESSORIES



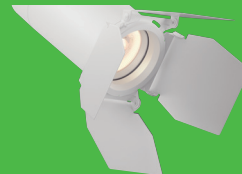
SHROUD SNOOT



SNOOT



HONEYCOMB LOUVER



BARNDOORS

## FINISH






BLACK






WHITE

# LX PRO




## standard white

-  up to 3560 lm
-  27K, 30K, 35K, 40K
-  10° - 50°




## warm dim

-  up to 2100 lm
-  35K dim to 18K
-  15° - 50°

## tunable white

-  up to 1600 lm
-  18K - 40K, 27K - 65K
-  30° - 50°

## RGBW

-  up to 960 lm
-  choose your white CCT
-  30° - 50°

## MOUNTING



SPOT



FIXED



MONOPOINT

MONOPOINT  
DIRECT



PENDANT



SURFACE

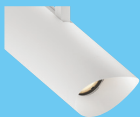


WALL

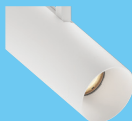


WALL DIRECT

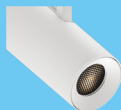
## ACCESSORIES



SHROUD SNOOT



SNOOT



HONEYCOMB LOUVER



LENS



BARDOORS



ZOOM

## FINISH



BLACK



MATTE CHROME



WHITE



CUSTOM RAL

# ZETA

## SHOPLINE



SHOWN WITH  
GX15 SPOT  
GX15 PENDANT

2400 lm delivered per foot (156 lpw)

30K, 35K

30° - 120, asymmetric





# BETA CYLINDERS

BETA3Q



## BETA 3

- 🌞 up to 1700 lm
- 🕒 27K, 30K, 35K, 40K
- ▲ 15° - 80°

BETA6R



## BETA 4

- 🌞 up to 3580 lm
- 🕒 27K, 30K, 35K, 40K
- ▲ 8° - 80°

BETA4R



## BETA 6

- 🌞 up to 9930 lm
- 🕒 27K, 30K, 35K, 40K
- ▲ 40° - 80°

# SERA OUTDOOR



SERA 4R  
DOWN



SERA 6Q  
UP/DOWN



SERA 6R  
SURFACE

## SERA 4

- up to 1560 lm
- 30K, 40K
- ▲ 35° - 50°, 84° x 14° louver

## SERA 6

- up to 3400 lm
- 30K, 40K
- ▲ 24° - 55°, 70° x 10° louver









DELTA M


DELTA H


DELTA H

# DELTA HIGHBAYS




## DELTA M

 up to 7620 lm

 27K, 30K, 35K, 40K

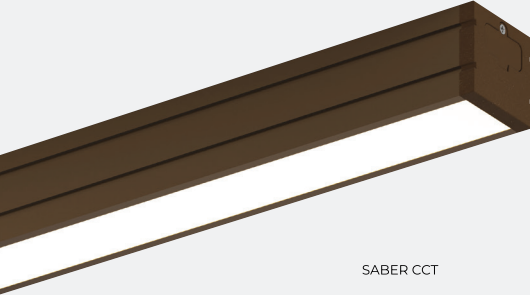
## DELTA H

 up to 24,300 lm

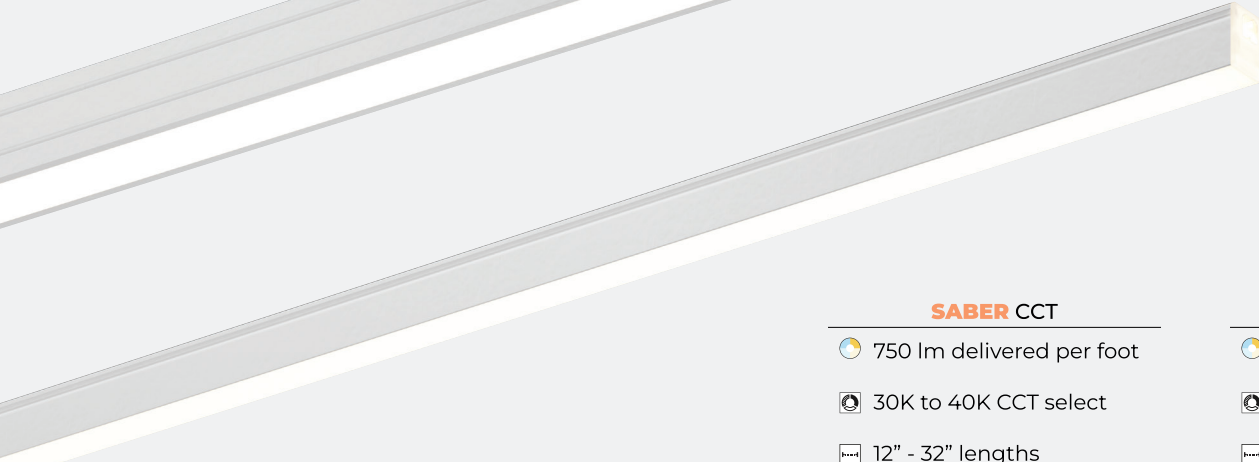
 30K, 35K, 40K, 45K, 50K

# COVE

## SABER CCT & SABER MINI



SABER CCT



SABER MINI

### SABER CCT

- 750 lm delivered per foot
- 30K to 40K CCT select
- 12" - 32" lengths

### SABER MINI

- 210 lm delivered per foot
- 30K
- 4" - 48" lengths







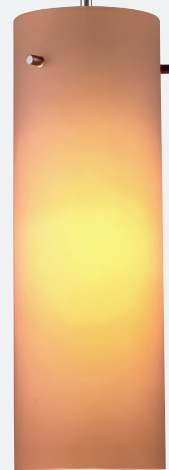
# DECORATIVE

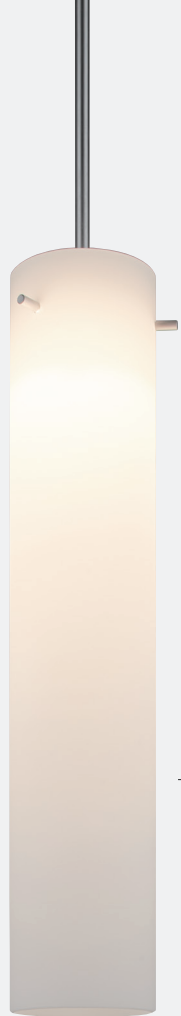


CLASSIC



TITAN 1





TITAN 2



ALBA



EMILIA

# *LEDRA* BRANDS

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