

retail lighting elements



AMBIENT LIGHTING

General, uniform lighting using light fixtures that distribute the light widely, directly or indirectly. Ambient lighting enables the customer to see and examine the merchandise, and the sales staff to complete the sale and perform their other duties.

ACCENT LIGHTING

Spotlighting used to provide higher levels of light in a focused pattern to accentuate selected objects in relation to their surroundings. Accent lighting establishes the importance of certain objects through the use of contrast, and highlights the form, structure, texture or color of the merchandise.

PERIMETER LIGHTING AND VALANCE LIGHTING

Lighting the vertical surfaces. Asymmetrical light fixtures can direct light on tall vertical shelving and displays, typically located at the perimeter of the merchandise area. Valance lighting allows the source to be quite close to the merchandise, providing a shield or "valance" to conceal the light sources from the view of the customer. Valances are often built into the wall, shelving unit or gondola. Although primarily intended to provide light down on the merchandise, they also can be designed to light up on signage or provide indirect ambient lighting for the space.

SHELF LIGHTING AND CASE LIGHTING

Small or miniature light sources located very close to the objects being displayed, shielded from the customer's view. This lighting must be carefully selected for the particular application to avoid accidental contact with hot lamps and to prevent damaging the merchandise with too much ultra-violet radiation or heat.

It's a Trade-Off

Higher-end shops do not need to use more energy to be effective. The lighting layouts on pages 4, 5 and 6 all have connected loads of 2.1 watts per square foot or less. All achieve good quality lighting appropriate for their businesses. Higher light levels are provided in **Basic** retailing. **Higher-end** shops provide more focus and highlights by decreasing the ambient light levels. Compared to common practice, 2.1 watts per square foot not only meets the latest energy codes, but also saves 30% of a store's energy cost for lighting.

Retail Lighting Guide

SJ Ball



Retail Lighting Guide:

Reviewing **Retail Lighting Guide**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is truly astonishing. Within the pages of "**Retail Lighting Guide**," an enthralling opus penned by a very acclaimed wordsmith, readers attempt an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve into the book's central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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