

LEDiL

Guide for retail lighting optics

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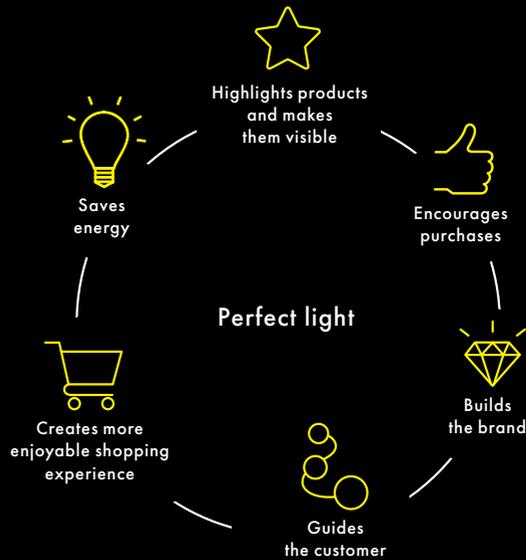


Retail lighting in a nutshell

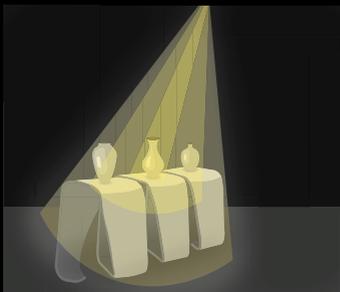
Even with online shopping, we still visit stores. To make visits enjoyable, **lighting is key** – it shapes mood, time spent, and return rates.

Tracklights draw attention to promotions; light levels add contrast and mood. **RGB LEDs** reinforce brand identity. **Color temperature** shapes product appeal. **Wall-washing and uplighting** keep spaces evenly lit.

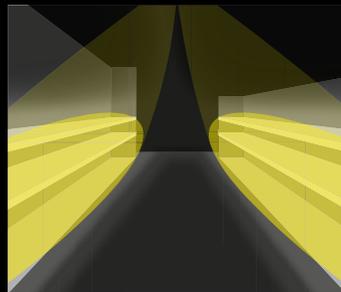
Lighting makes products visible, strengthens the brand, and guides customers – boosting sales and experience. It's both art and science.



Perfectly highlighted products



Zoom optics for **always optimised lighting**



Assymetric track light designs for **perfectly lit shelves and displays**

Why LEDiL?

Great lighting starts with optical control – directing light exactly where it's needed. Whether for linear, shelf, or premium highlights, LEDiL offers the right optics to meet and exceed expectations.

Our solutions follow industry standards, support backward compatibility, and deliver lasting performance. Turn any light source into purpose-driven illumination with LEDiL.

Make our optics the heart of your luminaire to **optimise cost, efficacy and light distribution with great results.**

Lighting sells

New lighting system for better output and efficiency

Traffic
+33 %



Sales
+38 %



Profit
+19 %



Illuminated display end-cap

Visitors
+76 %



Time spent
+112 %



Sales
x3



Lighting upgrade to save energy and enhance looks

Sales
+1 M \$ / year



Energy savings
+20 000 \$ / year



Payback
<12 months



Source: Impact of quality of light on retail sales by Soraa
<https://www.ledil.com/wp-content/uploads/2021/08/Impact-of-Quality-of-Light-on-Retail-Sales.pdf>

Do not look at lighting as an expense, but rather as a way to increase sales and profitability

Modern supermarket



General lighting

Accent lighting

Shelf lighting

Task lighting

Where used?

Overall illumination

Displays, fresh products, bakery

Grocery aisles, product displays

Checkout corners, workstations, information desks

Luminaire types

HB, linear

Track lights, downlights

Linear, track modules

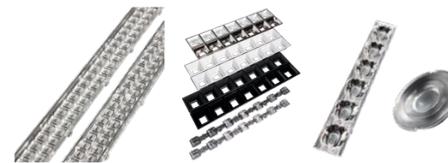
Pendant luminaires, downlights



LIANNA | BRIANNA | DAISY



ADELIA | ADELY | AMY



LIANNA (ZT25/Z2T25) | DAISY (ZT25) | ISLA | AMY (O)



BRIANNA | AMY

High-end boutique



General ambient lighting

Accent lighting

Shelf lighting

Task lighting

Overall illumination, atmosphere

Highlight specific products or displays

Showcases, shelves, display racks

Checkout corners, fitting rooms

Recessed downlights, tracklights, stylish pendant luminaires

Track lights

Adjustable track lights, under-cabinet lights

Pendant luminaires, downlights



AMY | YASMEEN | DAISY | DALINE | LINDA-10



YASMEEN | AMY

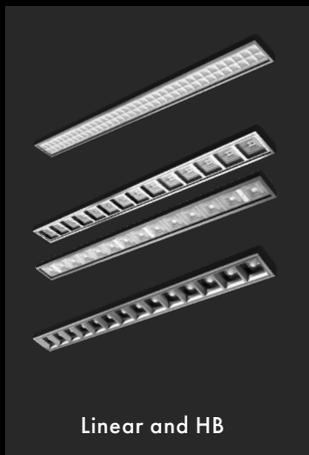


YASMEEN | ZOOM | LINDA-10 | LISA/TINA



DAISY | DALINE | AMY | LINDA-10

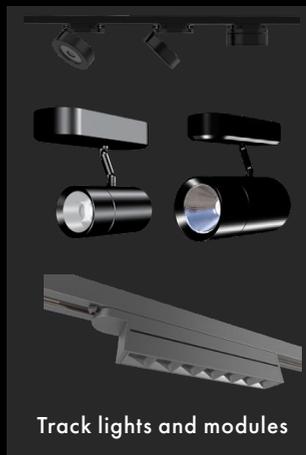
Luminaire examples



Linear and HB



Downlights



Track lights and modules

Technical support

- Simulations to show optic performance in real applications
- Guides and tips for installations
- Thermal analysis for luminaire designs

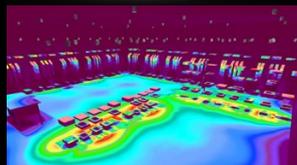
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