

# LEDiL

Guide for retail lighting optics

V1-0 / 2025

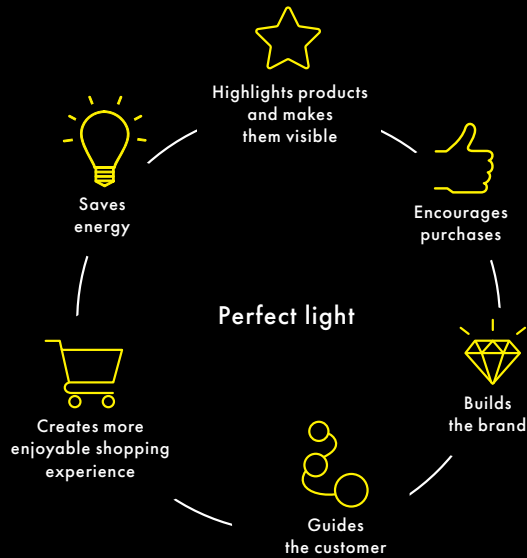


## Retail lighting in a nutshell

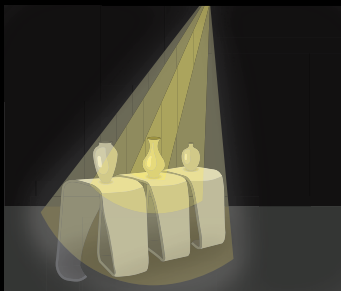
Even with online shopping, we still visit stores. To make visits enjoyable, **lighting is key** – it shapes mood, time spent, and return rates.

**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.

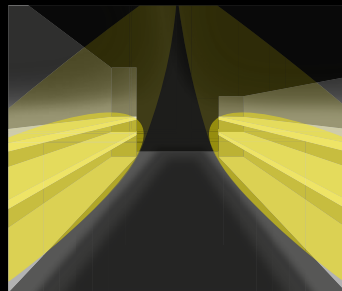
Lighting makes products visible, strengthens the brand, and guides customers – boosting sales and experience. It's both art and science.



## 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

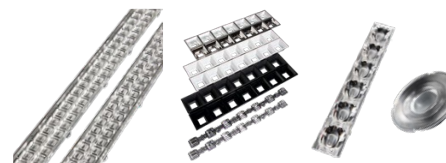
Pendant luminaires, downlights



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



YASMEEN | DAISY | DALINE | LINDA-10



YASMEEN | AMY



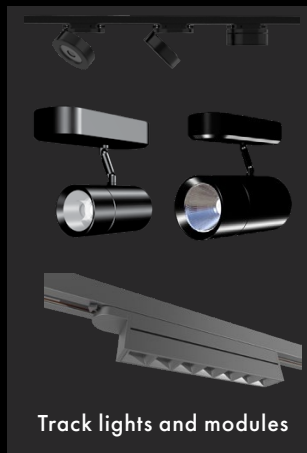
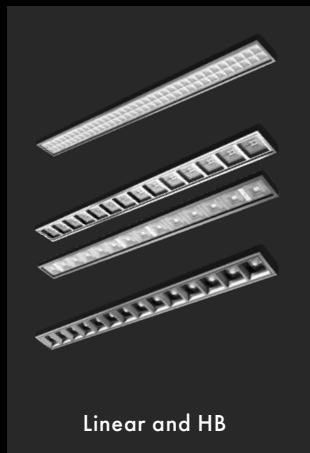
YASMEEN | ZOOM | LINDA-10 | LISA/TINA



DAISY | DALINE | AMY | LINDA-10

# Luminaire examples

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## Technical support

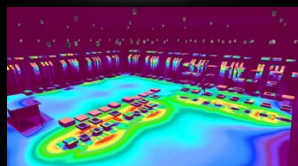
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- Simulations to show optic performance in real applications
- Guides and tips for installations
- Thermal analysis for luminaire designs

Contact our tech support experts:

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# LEDiL

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