
keenlight News and Views

Revitalise your store by enhancing the Aesthetics, increasing the efficiency and Lowering your costs



Large, medium and small size stores benefit from a well thought out lighting design and a good merchandise layout.

Do you own a retail store?
Are you responsible for the profitability of the business?

Ask yourself these few simple questions.

Do you look open or closed?

Can you really see the merchandise in your store?

Are the walls properly lit?

Is your store too hot?

Is your energy bill climbing?

Are lamp replacement costs too high?

Capital Allowances?

The following pages provide the answers to help your business.

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The Essential Elements for Store Lighting

1. The store front is your window to the world, it is of the utmost importance that this space is well lit to compete with daylight or the exterior influence of ambient lighting from a Mall. The area must have a pleasing layout out, uncluttered and have definite points of interest
2. It is important that view into the store invites your clientele to cross the threshold. The back walls of the store must be well lit and particular items of the interior display must be highlighted to create interest.
3. The merchandise on the side walls and around columns and feature displays must be well lit without causing glare, and making the merchandise interesting to view.
4. Make sure the overall ambient lighting level is suitable for the type of merchandise to be displayed.
5. Do not be afraid to have a variation in lighting levels. Areas of light and shade create interest.
6. Specific light fittings used to draw attention to parts of the displays by creating highlights, whilst necessary must not dominate the space.
7. Do not use fittings with a very low brightness appearance, it is important that the customer sees where the light is coming from. This is another method of showing that you are open for business, it creates an environment that people wish to enter rather than shy away from.
8. Use energy efficient fittings to provide good lighting without creating lots of heat, air conditioning is expensive.
9. Modern lamps have long lives, use them to reduce lamp replacement costs.
10. Keenlight fittings (Other than those with tungsten lamps) comply with the requirements of the Governments Enhanced Capital Allowance Scheme. Under this scheme the capital allowances for these products together with those for the installation cost can be claimed in the first year rather than over 3 years, why not take advantage of this incentive scheme.

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Not too long ago we provided a small number of luminaires for the AIS Children's presentation, these few fittings changed the old environment completely and made a warm and inviting scene that would have pleased any potential customer. The entrance to the area is shown below Fig. 1



Each Window had 2 No. 70W Feature lights in the ceiling above the display and 3 No. adjustable 12V 50W dichroic fittings on the floor of the display.

New technology lamps would replace the 12V 50W dichroic lamps with 35W and provide the same lighting level.



Hi-Light points of specific interest to move your customers to different areas of the store.



Practice what we preach. Light the merchandise on the walls and watch your sales grow.



Which side of the store would you rather visit? The right side with no treatment of the walls, or the left side where a few asymmetric fittings and two spot lights turn this area into a welcoming sight.

The Conclusion

1. Determine what you want to achieve.

Store enhancement.
Reduced heat.
Energy saving.

2. Determine a budget and stick to it.

Large or small amounts can target your goals.

Nearly all enhanced or refurbished stores increase their turnover, our aim is to help you make this a permanent feature of your business.

3. Seek help if you need it.

For example:-

We can provide you with sound advice on store layout and lighting techniques to maximise your space and provide excellent and Economical lighting.

I expect you would be interested in low voltage dichroic lamps with a 10,000 hour life instead of 5,000 hours. Also how about 35W dichroic lamps with the same light output of 50W lamps and compact fluorescent downlighters with 92% efficiency.

We can help you get your capital allowances back in the first year by using light fittings which comply with the requirements of the government "Enhanced Capital Allowance Scheme".

Contact me to begin the journey to achieving significant energy savings and a more attractive store. What have you got to lose?

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