


A woman with long, straight blonde hair and blue eyes is the central figure. She is wearing a white, short-sleeved lace dress and several beaded bracelets on her right wrist. She is holding a small, realistic globe of the Earth in her right hand, looking directly at the camera with a slight smile. The background is a clothing store with racks of clothes and display cases containing jewelry. The lighting is a mix of warm and cool tones, creating a modern, sophisticated atmosphere.

GREEN LIGHTING CONCEPT

*We know sustainable lighting*

FAGERHULT



Do you want an energy efficient & environmentally friendly lighting that reduces your costs?

Through careful analysis and preparation, we help you create an energy-saving lighting solution that will reduce your costs without losing the commercial impact.

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## Green Lighting Concept

**GREEN LIGHTING CONCEPT IS** A visual experience as well as energy efficiency. Without **compromising** the commercial lighting we can optimize the lighting installation. Planning without consider the environment is **indefensible**. Therefore "Green Lighting Concept" is something that always is on our mind when we plan new lighting installations for retail stores.

*Sustainable lighting for all  
retail environments*





## Energy efficient planning

**ENERGY CONSUMPTION** is directly connected to global warming. We will see new requirements, standards and laws that will force us to take action. The reason for an energy efficient lighting plan is quite simple; we have to lower our energy consumption. This will not only benefit the environment, but will also lower energy costs.

Green Lighting Concept is about both creating a visual experience that is energy efficient and creating a commercial shop environment. In a well-planned shop there is a commercial atmosphere that will increase sales. Without compromising on the use of a commercial light, we can optimize and save energy, thus saving money and lowering CO2 toxins.

The Green Lighting Concept is available to both existing shops where we make a face-lift and new shops.

### Green Lighting Concept means;

- energy efficiency
- environmental knowledge
- control of investment and lifetime costs
- visual focus and a great shopping experience



## Our method of project management

### Analysis

*- Analysis of project/ concept*

A detailed analysis phase is the base for optimized energy efficiency. It is crucial to execute this phase carefully to assure the quality of the solution. Our technicians take photos and perform an inventory of light sources in the existing shop. When it comes to new shops, our Key Account Managers manage the project and make sure that all resources needed are involved.

### Concept development

*- Concept design, function and user manuals*

The planning phase gives us a clear overview of the existing installation versus a Green Lighting Concept solution. We make the CAD drawing, visualisations and calculations. Installation manuals and guidelines are created to help the customer to make a correct installation. In this phase, we also select the products that are needed to fulfill the solution. Fagerhult Retail Lighting has a toolbox with more than 30 000 articles. In addition to that we can also supply any kind of special application together with our partners.

### Implementation

*- How to operate the installation*

To ensure the lighting plans purpose and function, we are an active partner during the construction phase. Professional support is one of our most important functions. We can assist you with any question regarding our products, installation or how to direct the light.

## Maintenance

*- Operational manual and service plan*

The position of every single fixture must have a purpose. When furniture are moved around, so should the fixtures. Over time the solution will be negatively affected by dust, refurbishing and light sources lifetime.

A detailed maintenance plan will help you to keep the concept fresh and functioning. It will give you full control over re-lamping schedules, operation and maintenance costs.

## Financing

*- Cost control*

Buying new fixtures and installation can be a large investment. We can arrange finance up to 100% of your investment with a rental financing agreement that covers both product and services. This means that you as a customer can, in a smooth and smart way, implement your investment plans without expensive loans being negatively debited to the balance sheet and the liquidity.





>> Visit our "Green Lighting Concept" showroom in Bollebygd.

## How to make a difference

**Carl Martinsson, Lighting Designer at Fagerhult, is continuously working with customers having the objective to increase energy efficiency and to reduce energy costs, in which our green lighting concept is implemented.**

- The environmental awareness is much more common amongst our customers today as well as the desire of cutting costs and energy consumption. Therefore it is gratifying to work with our green lighting concept – a way of working that meet and fulfills our customers' demands. We have been working with this approach for years now so we are very experienced in how to plan and install a lighting installation that is visually interesting as well as environmental friendly. Consequently our green lighting concept is a win-win solution both for the customer and the environment.

### Save energy and increase impact

There is a prejudice that exciting lighting concept is more expensive and consumes more energy than

basic ones. That is not true. It is all about doing your pre-study and planning thoroughly; take time to do a accurate analysis, is any light redundant, could you plan the lighting installation in a better way, where could lower wattages, control system and dimming be used? Compare the existing solution to an upgraded one and draw conclusions from the result – I promise you that we can offer an efficient lighting installation with commercial impact, Carl explains.

To show our customers how a "green lighting concept" impact the energy consumption and the retail environment visually; we have built a special showroom in our facilities in Bollebygd. Here you get a clear explanation of how different installations and light sources illuminate the interior and merchandise. Also detailed diagrams show how much energy savings all the different installations provide. We are glad to give our visitors a guided tour in this showroom – it is amazing how much you can gain in visual impact and cut in costs with a well planned lighting solution in which every fixture has a purpose.



## A "green" interest amongst customers

It is very common that general dealers, that are convenient stores with large commercial areas, are interested in cutting costs and energy - now this trend has moved to the fashion industry as well. New technologies, light sources and increased knowledge about light creates wider possibilities for visually interesting concepts supporting and enhancing a brand concept and saving energy. Beyond the energy efficient LED a well thought out control system and dimming is key to success. Sometimes it is enough to look over the wattage – in one Gina Tricot store for example we installed 20W metal halide in the whole store. The result was an installation not only providing sufficient light but also a dynamic one saving lots of energy and money.

## Installing new technologies in ICA

We also have success stories about our client ICA that wanted to replace old fluorescent T8 to the energy efficient T5. By installing these fixtures and new electronic ballasts we manage to save up to 50% of the energy consumption in comparison to the old lighting installation. In the upgraded stores we have an output of 10-15W/m<sup>2</sup> compared to 25-30w/m<sup>2</sup> in the old ones which makes a big difference in terms of costs and energy consumption. The investment of implementing a new light installation was therefore quickly recouped and very well motivated, Carl continues.

In the concept for the Danish food store Irma we show how we can save energy and still create dynamic and interesting concepts. In this exclusive store with its dark ceiling and floors we managed to decrease the total wattage to 13W/m<sup>2</sup> using 35W metal halide with gold reflector next to bread and vegetables section and 1x80W florescent tubes in the aisles. We are extremely happy with the result – an energy efficient installation that complements the brand and image of the store.

## The future of green lighting

In the future, aside from new light source technologies I see more trends towards much more detailed control system where you can customize your installation down to every single hour. Why not increase light, colour and effects on a Friday night and go back to a simpler general lighting a Tuesday morning when the customer flow decreases, Carl concludes.





## Irma

**IRMA IS AN ECOLOGICAL CHAIN OF** supermarkets in Denmark. This exclusive, green supermarket reflects a lifestyle and a way of living as the store offers a wide range of ecological products and other specialties.

This ecological supermarket wanted a "green approach" and therefore a "Green Lighting Concept" solution was given. An energy optimized, dynamic and comfortable lighting with lower levels of light adjusted to the layout of the interior was suggested.

As general lighting, Atelje Lyktans, Fovea 1x80W with a warmer colour temperature of 2700K was chosen to enhance the comfortable feeling and to meet the demands of design and an energy efficient lighting. The fixtures were adjusted along the walkways between the shelves to minimize glare and emphasize the products on the shelves.

ZonePoint 35W MTC medium and narrow beam was selected as accent lighting along the walls. Over the counter Indigo Cash was installed which created a better working environment for the employees.

In the fruit department ZonePoint 35W medium beam, equipped with golden reflectors, was used. This way, the groceries looks even more inviting to the customers.

In the wine department the wine bottles were delicately highlighted with the small Sinus 35W medium beam in chrome. Sinus performed the job well in terms of both design and effect. The large number of fixtures used previously created too much heat in the area. Presently, light sources that create more lighting and less heat are used. By choosing metal halide it is possible to reduce the numbers of fixtures and still enhance the light experience.

The final result was a win-win situation where cost reductions were reached through energy optimization and better lighting solutions; still, Irma had more exclusive fixtures and atmosphere in the shop.



## Ica

**FAGERHULT WAS SELECTED AS** collaborative partner for ICA's new environmental project T8-T5 meaning to replace older energy consuming lighting installations with modern effective alternatives. When the food shop ICA Haga 250m<sup>2</sup> was to be rebuilt the energy efficient project interested the shop owner.

An energy optimized solution was offered. After an inventory and measurement of power consumption, the estimated calculations by Fagerhult could be compared against the existing ones. Then, a new lighting installation with T5 –fluorescent lamps was planned. The result showed that the energy consumption would be lowered by over fifty percents; despite this the Lux-value would increase.

A measurement after implementing the installation showed that the estimated effect were ten percents higher than the existing solution. This was caused by the fact that all light sources were taken under consideration throughout the inventory, also the broken ones. Then ICA chose to complement the installation

with spotlights and exterior lighting. Despite of this thirty percent of the previous installed effect was saved.

The lighting in ICA Haga was placed in the aisles between the furnishing in order to not waste the illumination. The new lighting installations lead to positive results; in addition to the energy saving ICA concluded that the temperature in the shops had been reduced and above all – increased sales.

This ICA shop was one of the first shops that implemented the "Green Lighting Concept". This involves energy optimized lighting installations that maintain and increase the visual quality as well as the commercial aspect of the light - giving each luminaire a dedicated task.



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