RETAIL DISPLAYS

LED RETROFIT

THE OPPORTUNITY

In this typical small retail space with a 9’-12’ ceiling, you can replace existing halogen incandescent spotlights with LED product that provides abundant display lighting. Along with the ambient lighting, this strategy illuminates the vertical shelving and feature displays to recognized standards, and meets or beats local energy codes. Furthermore, LED lamps are rated to last 10 times longer than halogen, drastically reducing maintenance costs.

THE SOLUTION

Replace existing halogen/incandescent lamps in an existing PAR38 trackhead with narrow beam LED PAR lamps. This will provide the target light levels for feature displays of 50-75 fc on the display surfaces (as much as 100 fc on horizontal surfaces, and 30 fc on vertical surfaces). If the fixture is shrouded or jacketed, be sure to select lamps rated for use in enclosed fixtures.

DESIGN CONSIDERATIONS

For retail applications, the IES recommends accent levels to be 3 to 10 times greater than the ambient lighting level. It is important to highlight the back wall and other vertical surfaces and displays to draw the customer into the store. Be selective when choosing which areas of the store to feature. Over use of display/accent lighting reduces the level of importance of merchandise. Highlighting all merchandise will not create the proper contrast ratios.

BASELINE - HALOGEN

Lamp: PAR38 halogen
Beam Spread: 12°
CBCP: 14300
CCT: 2925°K
CRI: 100
Lumens: ~1310
Life: 2,500 hrs
Watts: 90

LED RETROFIT PRODUCT

Lamp: PAR38 LED
Optics: 25 Narrow Flood
CBCP: 3600 CD
CCT: 3000°K
CRI: 82
Lumens: 850
Depreciation: 0.7 @ 25,000 hrs.
Rated Life: 25,000 hrs.
Watts: 13

NORTHWEST LIGHTING NETWORK

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