

## LIGHTING LAYOUT GUIDE SERIES

RETAIL GUIDE 3

### 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: 3000K  
CRI: 82  
Lumens: 850  
Depreciation: 0.7 @ 25,000 hrs.  
Rated Life: 25,000 hrs.  
Watts: 13



# 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.



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# RETAIL DISPLAYS

LED RETROFIT / NOTES & DRAWINGS

