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RETAIL DESIGN
& TECHNOLOGY

All that glisters

Creating beautiful jewellery is an art, so is presenting it



also this month...

Bridal stores

InStore Show

Food display

Sports stores





To its best advantage

Choosing the correct light source is imperative to keeping food fresh and appetising

As with all retail displays, lighting is key to showing off goods to their best advantage. Where food displays differ, however, is that the heat and radiation from traditional lighting damages fresh produce. 'Lighting contributes significantly to discolouration, surface warming, drying and degradation,' says Tony Fidgett of Spa Lighting. The good news is that there are specialist lamps on the market engineered to ensure food maintains colour, freshness and nutritive values by assuring low rates of photochemical change.

The fact that fresh food is exactly what bears influence over the consumers' choice of store for their regular shopping outings makes its good display imperative. 'Perishable foods need to be displayed in the truest possible light,' says Fidgett. 'Often displays are over lit and consequently the food looks washed out with bright white light from ceilings and spots. Retailers are in the business of merchandising and it is essential

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that displays stand out. If everything is brightly lit, then nothing stands out.'

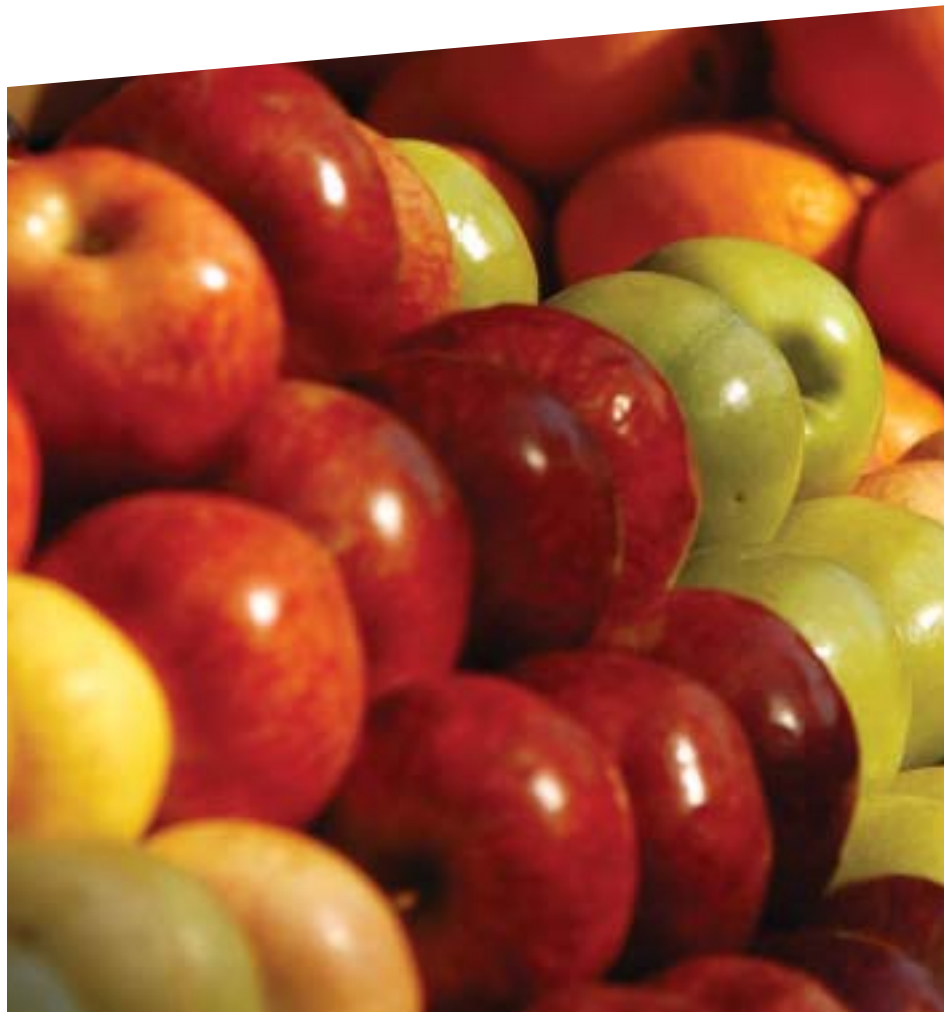
While the wrong lighting leads to quickened degradation of the food, the knock-on consequence of unappealing fresh fare is that it simply won't sell, leading to unwanted wastage. 'The key is to try and maximise the quality of display to sell more and faster at the same time extending the shelf life as much as possible,' Fidgett explains.

The answer is a case of putting all your eggs in one basket, so to speak. Retention of colour and freshness while displaying produce at its appealing best is all possible given the correct lamp.

The solution may be deceptively simple, however finding the right product can still cause headaches. Fidgett says: 'Most regular lights produce at best a white light and more often a pale daylight or yellowish tint which washes out the colour. Some lamp manufacturers do produce a different colour lamp for different products such as red for meats or gold for bakery. However, a balanced spectrum that suits all food types is a much more true display and indeed highlights all the colours. In terms of fluorescent replacements, we saw nothing at the recent Euroshop that looked anything like as good as Promolux for true colour.'

Gonalston Farmshop:
Spa Lighting spa-lighting.co.uk

Three Point Design:
www.threepd.co.uk



SPECIALISTS IN FOODSAFE LIGHTING



Promolux lamps are one of the simplest and most valuable investments that any food retailer can make. Promolux lamps offer many benefits beyond true natural colour balanced spectrum display.

Many food retailers use regular non-food specific fluorescent lighting in their display cases. These lights may provide ambient light however it is often at the detriment and sacrifice of colour and product freshness.

Promolux lamps are specified by merchandisers, store designers and display case manufacturers for such applications as fresh meat, seafood, hot and cold deli, bakery, produce, salad bars and floral departments.

Designed for fresh food displays, they are available in all sizes of Extra Long Life T8 and energy efficient T5 Slimline, in both standard and High Output wattages.

At Spa Lighting we can combine the performance of the Promolux range with top quality selected fittings in surface, recessed or track formats. We will offer you simple upgrades or fully designed schemes and always with good, common sense advice.

Get a fresh new look for fresh food display by contacting:

Tony Fidgett at Spa Lighting on Tel: 01937 843915 or Mob: 07711 757059
Alternatively email at tony.fidgett@spa-lighting.co.uk

Benefits of Promolux

- Reduced premature discolouration of fresh food display.
- Reduced wastage reducing cost and increasing profit.
- Prolonged display shelf life.
- Reduced photo-oxidisation and surface temperature.
- Unparalleled visual appeal for customers through true balanced spectrum colour.



Balanced Spectrum, low radiation lighting specifically engineered for food retail display.