

Lighting as a sales tool

People often buy flowers for someone else, perhaps to celebrate a special occasion. But they also buy flowers and plants for themselves, either to stand in their living-room or to plant out in the garden. Colour and form, which are often dictated by current fashions in clothing and in interior decoration, are therefore very important. Good lighting will help reveal the multitude of colours and forms on display and so ensure that the **floral displays are seen at their very best**. The lighting should also help **draw attention** to the many kinds of accessories on display. And by creating a **warm and inviting** interior, full of contrasts, it will tempt customers to enter the shop. Once inside, the customer should have a good overview of the extensive range of different items.



The shop character

Many of the flowers and plants are very often displayed in baskets on the floor so that they can be seen from above or from the side for **ease of selection**. The various accessories are stored on shelves along the walls or in the centre of the shop.

The lighting character

An installation employing carefully selected and aimed spotlights will **enhance the beauty** of the colourful plants and flowers on display. It should be **easily adjustable** to accommodate any changes in layout. Besides being functional, the lighting must also help to establish the **image and identity** of the shop.

The overall general lighting of the shop should be of a medium **level**. Lamps creating a warm/neutral white **colour impression** and giving good **colour rendering** should be used.

The accent lighting should create theatrical lighting effects (**accent**

factor) on the merchandise. A tuned **number of accents** in a neutral/white light colour should be used.

Lighting requirements		
lighting level	medium	300-500 lux
colour temperature	warm/neutral white	2500-4000 K
colour rendering	good	R _a 80-100
accent factor	theatrical	15:1
number of accents	many	medium intensity

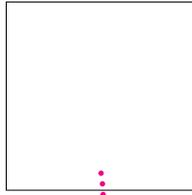
10x 652-1E
Standard line
12 V/50 W 38°



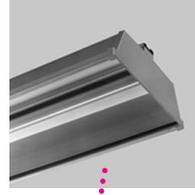
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Standard line
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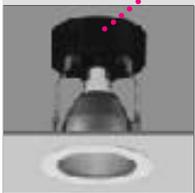
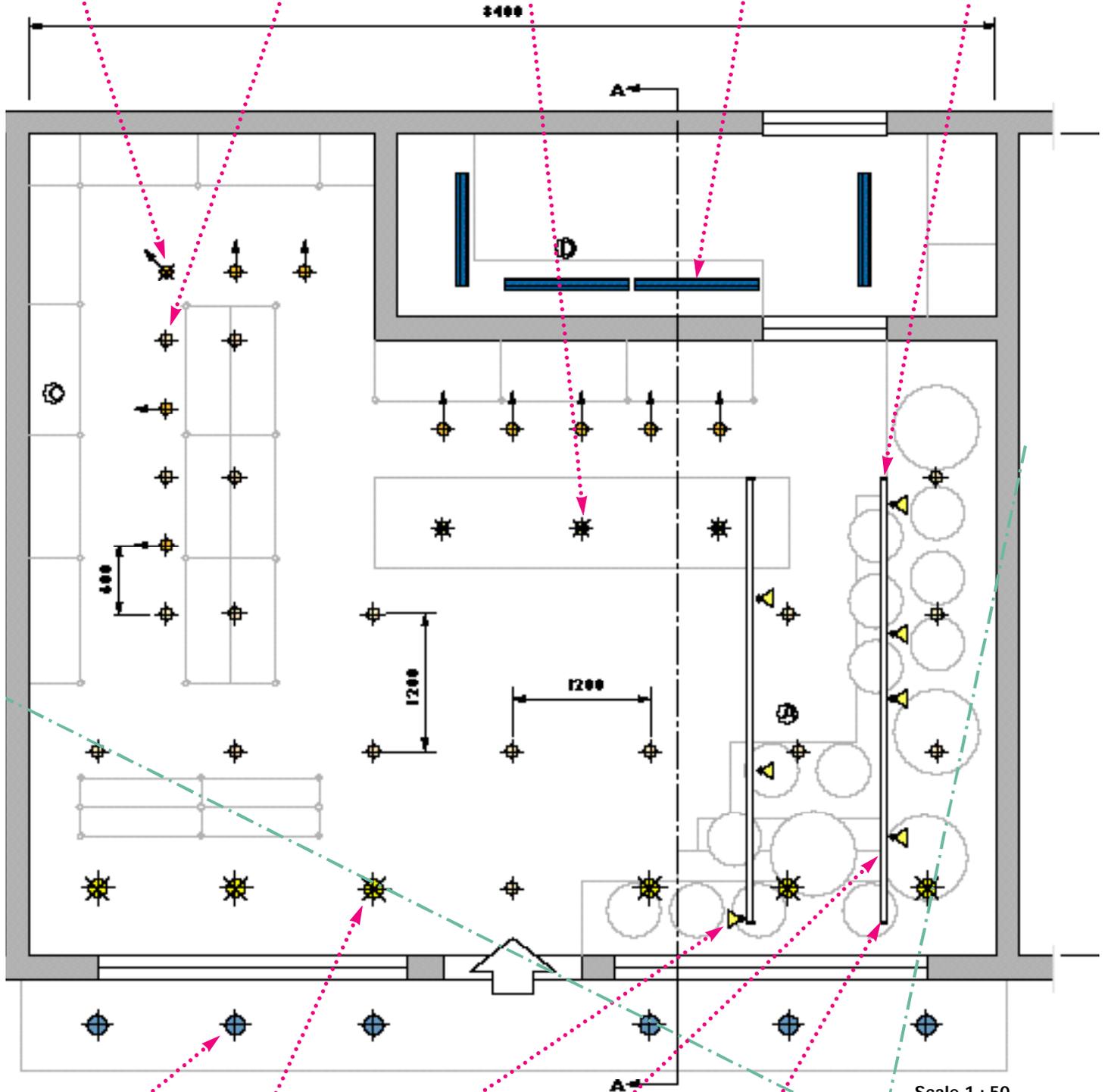
3x QRIN 317 White
Standard line
12 V/50 W 38°



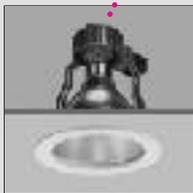
4x 1MX 200/136 + GMX 250/136 TL-D 36 W/83



2x Power supply 47030 White



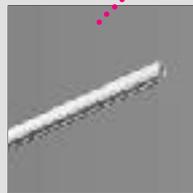
6x FBS 145/118-IP54
PL-C 18 W



6x SBS 145/50
SDW-T 50 W



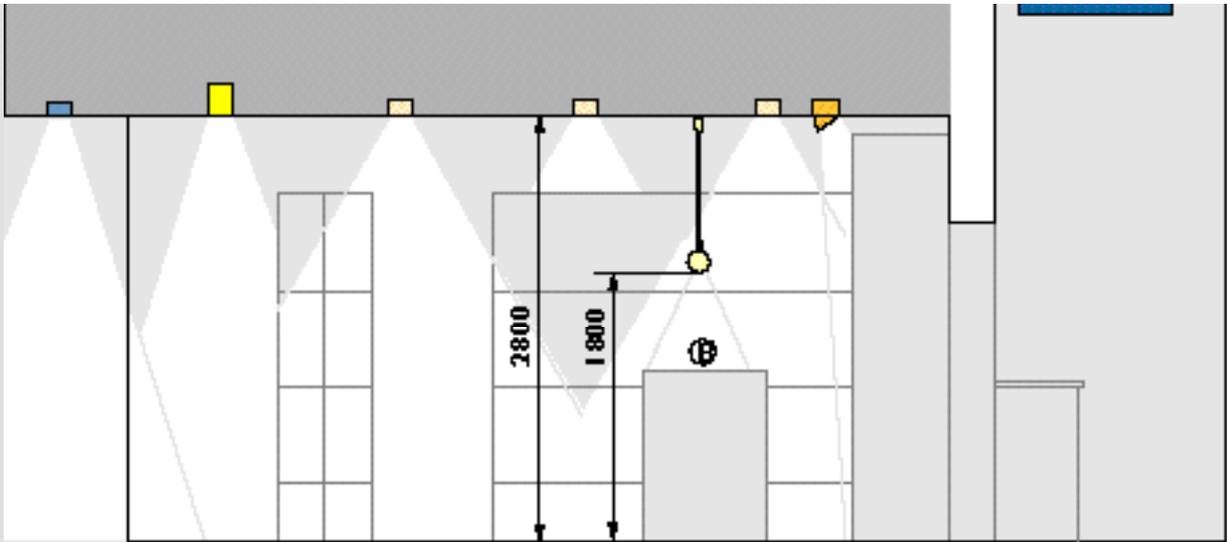
7x 60802-35° White
SDW-T 50 W



2x Power track
47350



2x End cap 47001



Section A-A

Floral displays (A) in ground-plan

Lighting that creates saturated colours will help to accentuate the freshness of the flowers on display. Hence the recommended use of spotlights (60802) equipped with the "White SON" lamps (SDW-T 50 W). Because the displays are likely to be changed from day to day, a flexible installation is advisable. In this example, the luminaires are connected to a twin-circuit **mains-voltage power track**.

The counter (B) in section A-A

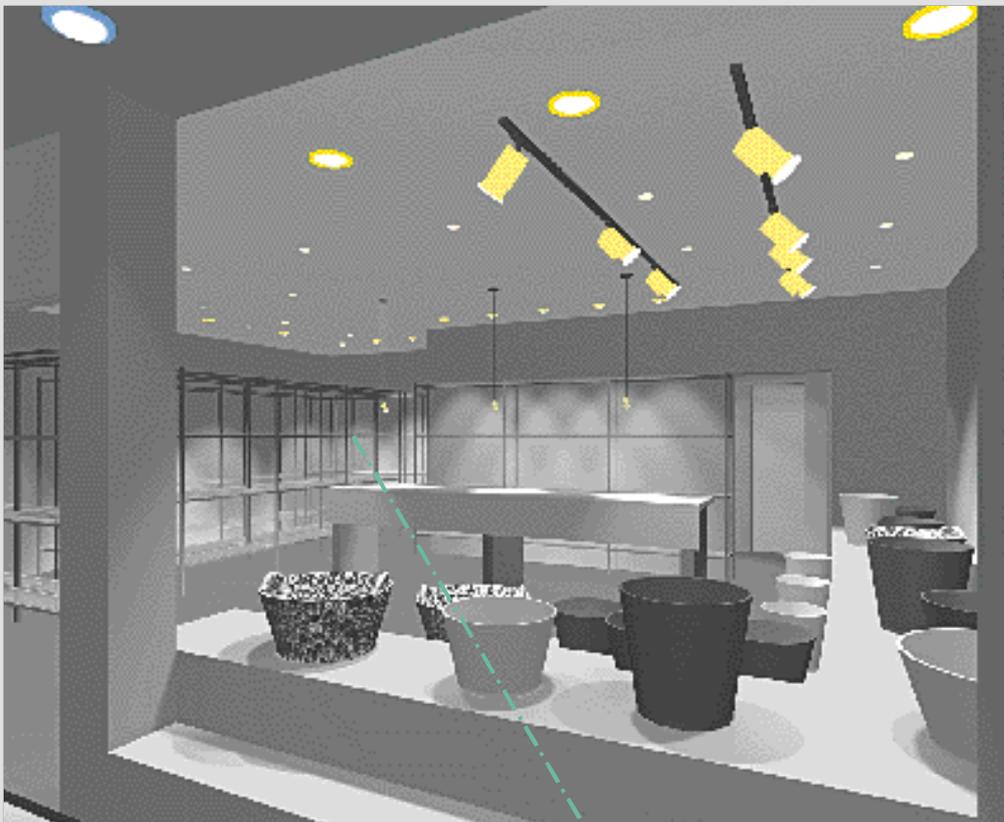
Pendent-mounted miniaturised projectors (QRN 315) fitted with halogen reflector lamps (Standard line 12 V/50 W 38°) above the counter create a suitable lighting level on the counter top for the different activities taking place there. These provide excellent colour rendering.

Wall racks (C) in ground-plan

The shelves on which accessories are displayed need special attention. Spotlights (651-TE) fitted with halogen reflector lamps (Standard line 12 V/50 W 38°) placed close to the products will ensure that even the smallest details are visible to the customer.

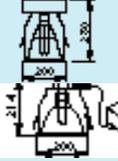
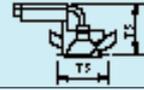
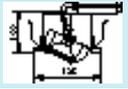
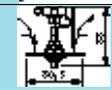
Flower-arrangement room (D) in ground-plan

Good visibility and colour rendering is essential on the work-bench where the flowers are prepared and arranged. Highly-efficient (TMX/GMX 200) luminaires equipped with tubular fluorescent lamps (TL-D 36 W/83) placed above the front edge of the work surface will provide good, reflection-free lighting.



List of materials

The product types and quantities listed here are those needed to light the "standard shop" illustrated. To light the area in question, account should be taken of the actual dimensions of the area and the interior decor, employing the luminaires at similar spacings to those shown.

Symbol	Qty	Luminaire	Type	Qty	Lamp	Type	Price
	6		FBS 145/118-IP54 + ZZZ 145	6		PL-C 18 W	
	6		SBS 145/50 + ZZZ 145 White	6		SDW-T 50 W	
	16		651-TE White	16		Standard line 12 V/50 W 38°	
	15		652-TE White	15		Standard line 12 V/50 W 38°	
	4		TMX/200/136 + GMX/250/136 + GMX/250-EP	6		TL-D 36 W/83	
	7		60802-35° White	7		SDW-T 50 W	
	3		QRN 315 White (pendent 1m)	3		Standard line 12 V/50 W 38°	
	2		End cap 47001				
	2		Power supply 47030				
	2		Power track 47350 (3.5 m)				
	3		Recessed base plate 3314-TS White with transformer				
	7		Adaptor 47900 White				

Address:

Contact person: