

Lighting as a sales tool

Customers visiting a jeweller generally do so with a rough idea in mind of what it is they are looking for. They may want to browse awhile, but then they will expect personal assistance in helping to make a final choice. Having made a purchase, the customer is then generally encouraged to remain in the shop for awhile with a view to interesting him or her in further items. And this is where the shop decor, jewellery displays and the lighting come in, all of which can help to **establish the shop's identity** and win over the customer. Good lighting can also **create sparkle** on selected items and so help **direct the attention** of the customers.



The shop character

Expensive items are generally displayed behind glass so that they are well protected against theft but at the same time are easily visible. Sales assistants offering a **very personal service** in a pleasant and stimulating environment encourage impulse buying.

The lighting character

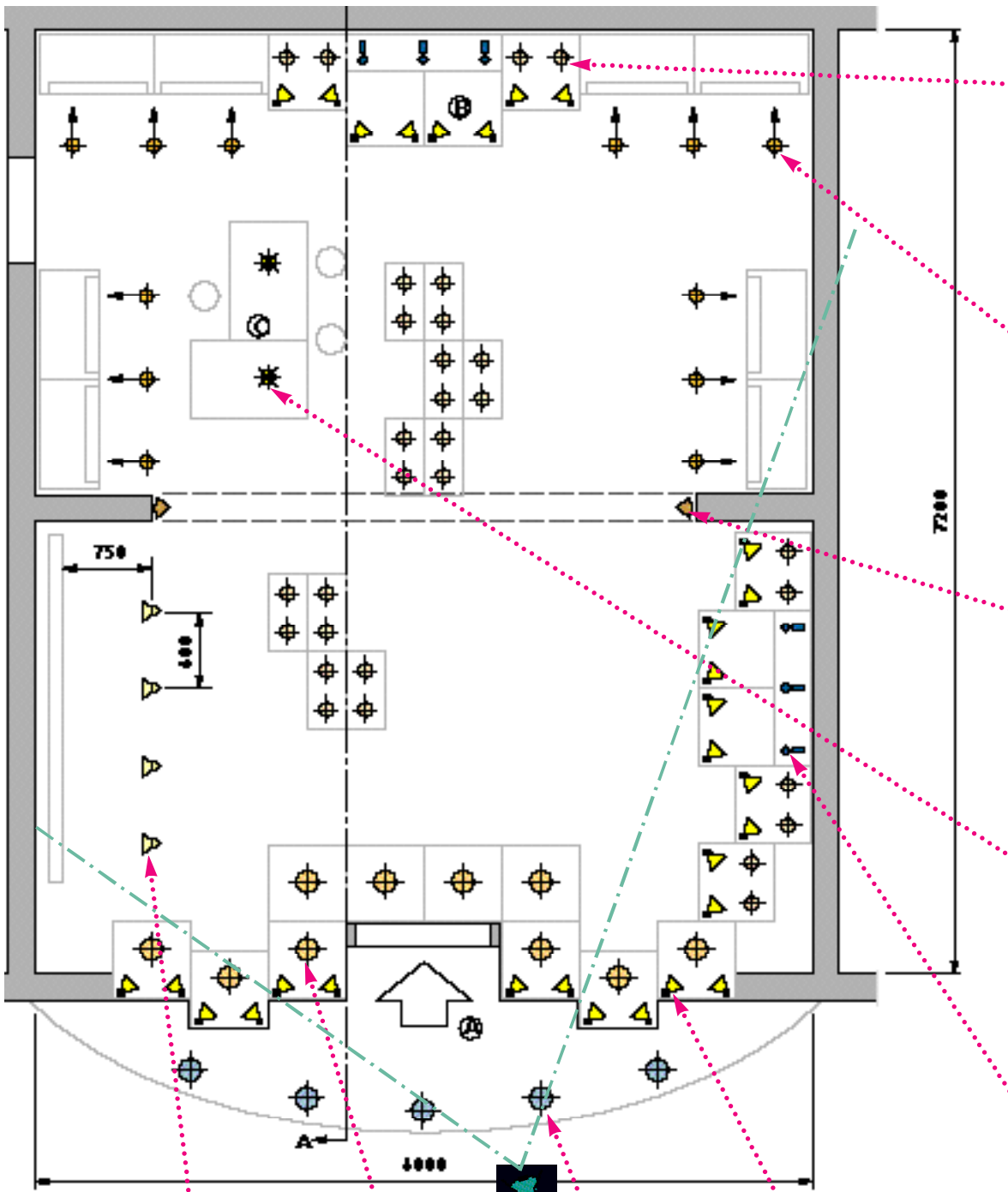
The lighting should help provide **good visibility** of all items on display. Details of colour, cut and design must be visible at a glance, which means that it is crucial to establish the proper balance between the five basic lighting parameters listed in the accompanying table.

The overall general lighting should be of a low **level**. Lamps creating a warm **colour impression** and giving excellent **colour rendering** should be used.

Accent lighting should create dramatic lighting effects (**accent factor**)

on the jewellery. A great **number of accents** in a warm lightcolour will make the interior look exclusive and special.

Lighting requirements		
general lighting level	low	100-300 lux
colour temperature	warm	2500-3200 K
colour rendering	excellent	R _a 90-100
accent factor	dramatic	30:1
number of accents	many	medium intensity



30x MVS 001
Masterline Plus
12 V/20 W 38°



12x 652-TE
Masterline Plus
12 V/20 W 24°



2x NIKITA White
Plusline 60 W

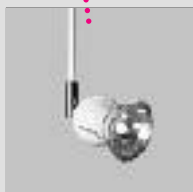


2x QRN 315 +
ZZG 1800
Masterline Plus
12 V/50 W 38°



6x TMX 200/136
TL-D 36 W/83

Scale 1 : 50
Installed power: 75 W/m²



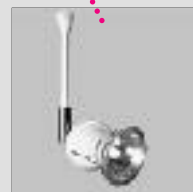
4x QRN 355 +
ZZG 1800
Masterline Plus
12 V/ 35 W 24°



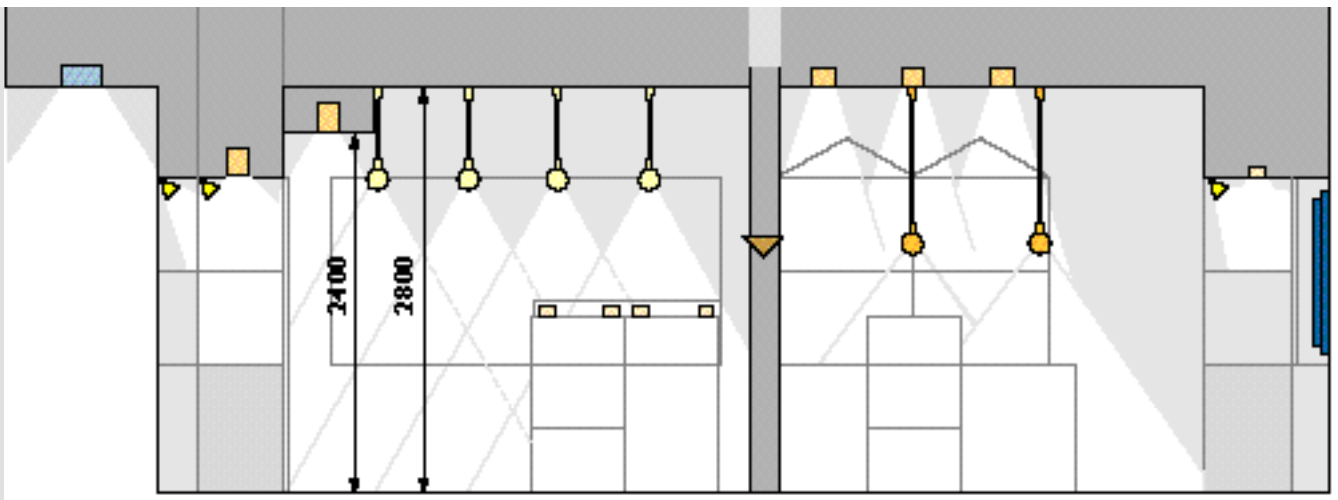
10x SBS 145/50
SDW-T 50 W



5x FBS 145/118 +
ZZG 145/13
PL-C 18 W/83



30x QRN 305
Masterline Plus
12 V/20 W 24°



Section A-A

Entrance ① in ground-plan

An entrance illuminated with a relatively high lighting level will serve to attract customers from a distance. Recessed downlights (**FBS 145/118**) fitted with (**PL-C 18 W**) compact fluorescent lamps suitable for outdoor use are installed under the canopy at the entrance.

General lighting

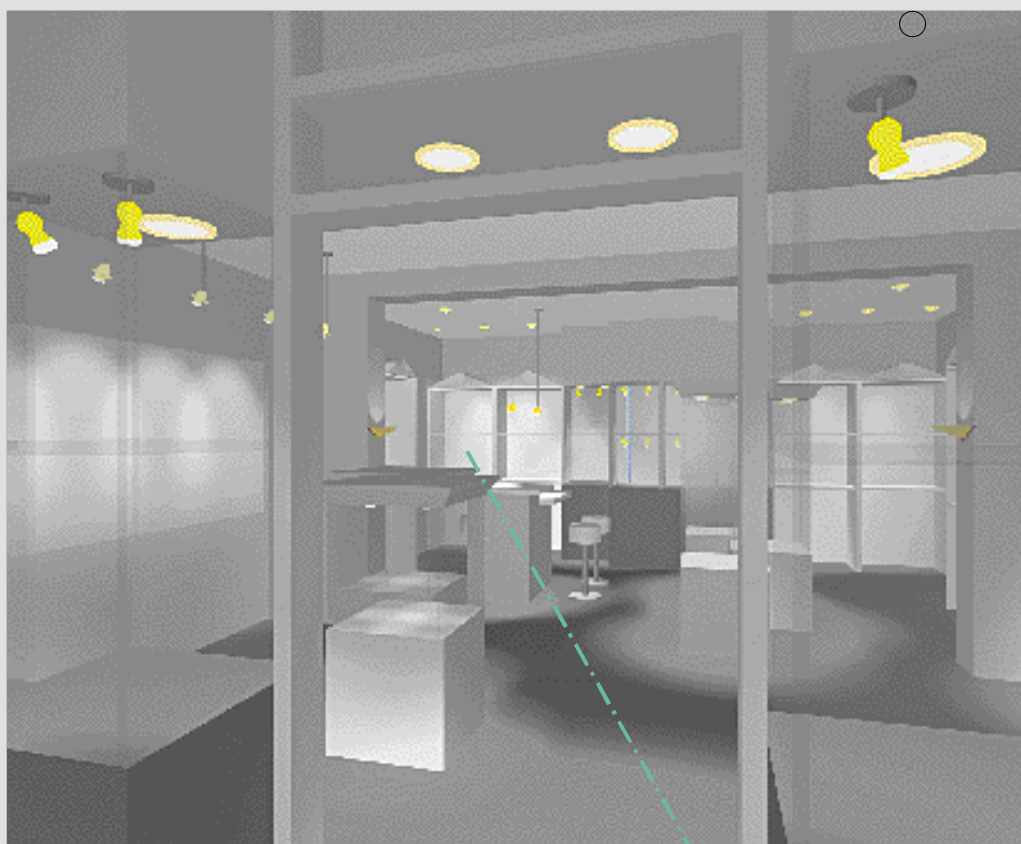
In this type of shop, there is no extra lighting installed for general orientation purposes. There will be adequate spill light coming from all the accent-lighting spots for this purpose, while the high brightness of the various glass-fronted display cases will concentrate attention on the articles.

Show-cases and shelves ② in ground-plan

Show-cases require a high internal brightness level, both to draw attention to the items on display and to reduce reflections in the glass to a minimum.

The light sources must not be too far to the rear or they will cause silhouetting (and sometimes direct or indirect glare, too), and perception of details will be limited. Items whose shape and size have to be accentuated can best be displayed by placing them in front of a background illuminated by battens (**TMX 200**) fitted with (**TL-D 36/18 W/83**) fluorescent tubes incorporated in the back of the show-case.

Open shelves can be illuminated from the front using adjustable downlights (**652-TE**) fitted with (**12 V/20 W 24°**) "Masterline Plus" lamps.










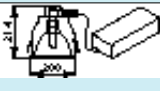











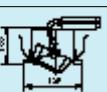










The counter ③ in ground-plan

The finer the product looks on the counter, the shorter the sales talk needed to sell it. The lighting level should not be too low, and there should be soft shadow effects and excellent rendering of colours. The lighting also has to serve the visual needs of the sales personnel. Extra pendent-mounted luminaires (**QRN 315 + ZZG 1800**) fitted with "Masterline Plus" lamps (**12 V/50 W 38°**) installed above the counter will help create sparkle and highlights.



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
	4		QRN 355 White	4		Masterline Plus 12 V/35 W 24°	
	2		QRN 315 White	2		Masterline Plus 12 V/50 W 38°	
	10		SBS 145/50 + ZZZ 145 White	10		SDW-T 50 W	
	5		FBS 145/118 + ZZZ 145 White	5		PL-C 18 W/83	
	6		TMX 200/136	6		TL-D 36 W/83	
	2		NIKITA White	2		Plusline 60 W	
	12		652-TE White	12		Masterline Plus 12 V/20 W 24°	
	30		MVS 001 White Transformer to be ordered separately	30		Masterline Plus 12 V/20 W 38°	
	30		QRN 305	30		Masterline Plus 12 V/20 W 24°	
	6		Glass gipsy ZZG 1800 Pink				
	5		Front glass ZZG 145/13				
	30		Recessed baseplate 3314 - TS White with transformer				

Address:

Contact person: