

A wide-angle photograph of a modern clothing store interior. The store features a high ceiling with a grid of recessed lighting and track lighting. In the foreground, there are several metal shelving units displaying folded jeans and shirts. To the right, there are racks of hanging shirts, including a prominent striped shirt and a beige shirt. In the background, more clothing items are displayed on shelves and racks, and a large window is visible on the right side. The overall atmosphere is clean, bright, and organized.

**Retail in the  
best light.**



## We believe that lighting **can change the way customers see you.**

Lighting is a powerful marketing tool. A brilliantly illuminated space, with different zones, feels inviting, it encourages customers to linger and, ultimately, converts footfall to sales.

Choosing the right fitting, light levels and colour temperatures can be tricky business with so many options available on the market however, these elements are crucial to master. Especially when sales rely on compelling displays and dynamic store experiences to attract customers to key merchandise.



# Your space in the perfect light.

Good lighting design is critical to achieve a perfectly lit retail space. It is essential correct light levels, colour temperatures and types of fitting are selected to enhance customer experience, store aesthetics and brand image.

At Greenlite, we offer a complete, hassle free energy efficient lighting solution, designed to deliver on the outcomes that matter.

- Improve customer experience
- Improve employee productivity
- Improve store aesthetics
- Reduce maintenance
- Energy savings
- Increase sales

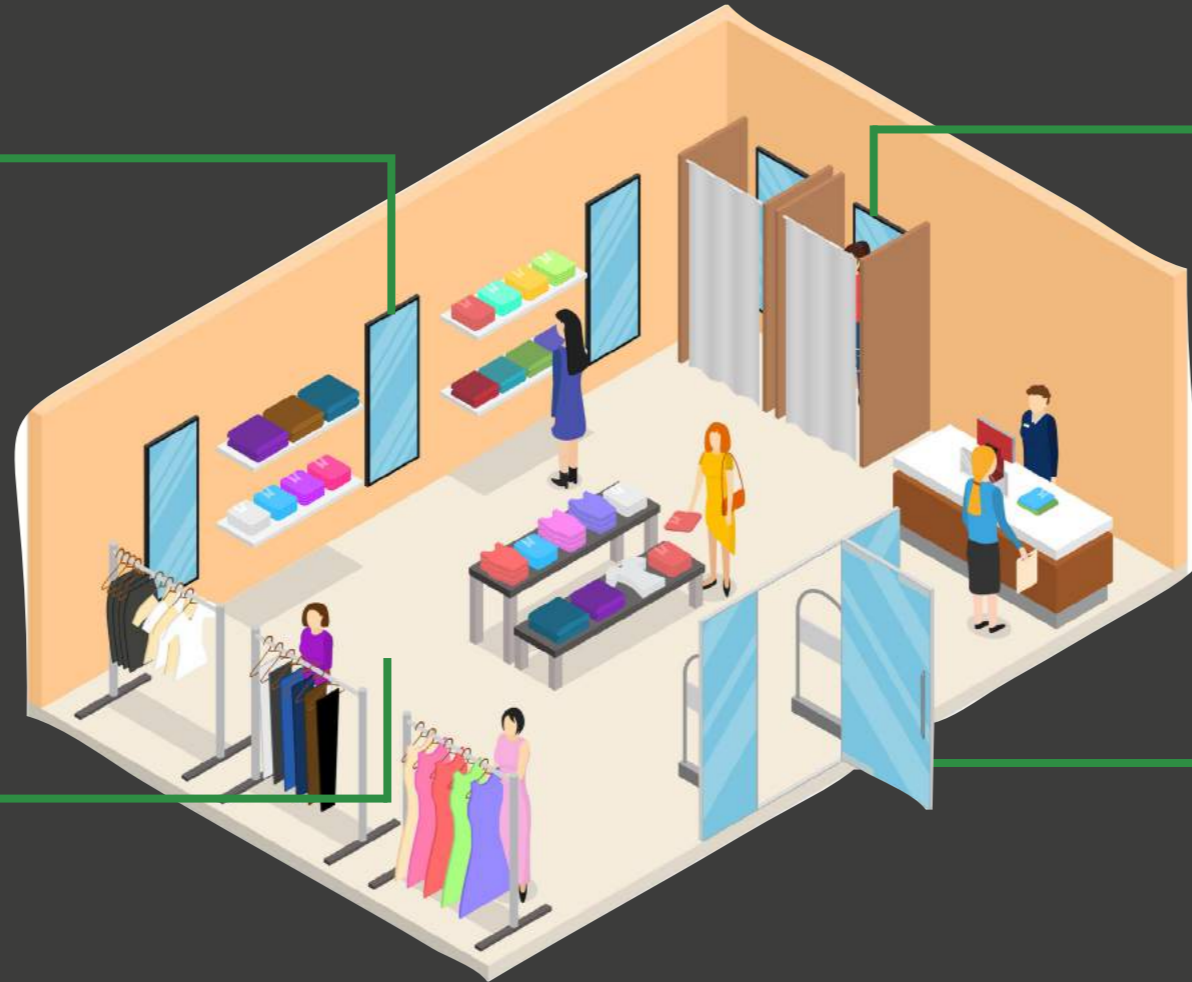


### Mirrors

The rise of the changing room selfie has made the use of mirrors all more important. Vertical linear lighting on either side of the mirror will create a well balanced light accenting full outfits and making a great selfie! Well designed, flattering mirrored lighting will win sales.

### Shop Floor

A cleverly designed, well lit shop floor is a powerful marketing tool. Use cool directional LED lighting to highlight shelving units and clothes rails, whilst natural lighting in main areas will encourage customers to browse more comfortably. Pendant or feature lighting in entrances, seating areas and empty spaces adds a unique aesthetic design to the store.



### Changing Rooms

This is where the customer makes the decision to buy and you want them to look and feel good. Use natural colour temperatures that bring out true colours and textures of fabrics and skin tones. Avoid using overhead lighting that causes unflattering shadows and consider scenic lighting options that allow customers to experiment what the clothes look like in different settings.

### Stockroom Lighting

Quality stockroom lighting is essential to staff comfort, stock security and operational efficiency. Using daylight colour temperatures will assist stock inventory and boost staff well-being. Additionally incorporating presence detectors or dimming control will reduce energy consumption when unoccupied.



# The LED Benefit.

## **Low energy consumption**

Modern, energy efficient lamps use up to 70% less energy.

## **Long-lasting lamps**

LED's last up to 50'000 hours so there is no expense wasted replacing dead lamps.

## **No heat emitted**

No need for extra comfort cooling.

## **Good light quality**

Comfortable colour rendition that highlights the aesthetics of your products.

## **No outages**

No dark areas that compromise health and safety and operations.

## **Robust and Durable**

Quality LED fittings are receptive to shock and frequent vibration.

# Take Control and get ahead.

Lighting controls give you and your staff the right light, when and where you need it. Leaving lights on in unoccupied areas wastes energy. Integrated zoned and automatic controls can reap sizable energy saving opportunities for businesses. The important thing is to integrate controls and technologies that suit your business operations.

- Last man out switch
- Occupancy sensors
- Daylight dimming





## A team of **true professionals.**

1. Our professional engineers visit site to survey the existing lighting systems.
2. Our experienced lighting designers source replacement products that meet your organisational requirements. A detailed proposal will break down your existing and proposed technologies and, the financial savings achievable.
3. Our qualified in-house engineering team will install the new technologies at the agreed time, making limited disruption to business activities.
4. To support our confidence in our products, we provide 5 year warranties on parts, labour and access. The process is simple, there are no complicated forms, simply call or drop us an email and one of our in-house maintenance engineers will attend site.



[greenlitegroup.co.uk](https://www.greenlitegroup.co.uk)

# Taking care of 9000 sites for Britain's best loved brands.

*"The service you provide is first class" - Harveys and Bensons for Beds*

*"The project went seamlessly. Greenlite Lighting smoothed our way through the whole process, from the free audit, helping us secure the Carbon Trust funding, and installed the new fittings with minor disruption. The results are great; we're very impressed with the savings we make on our energy bills" - Sussex Bed Centre*

*"Greenlite are big enough to cope and small enough to care " - Krispy Kreme*

*"Greenlite are very accommodating" - Howdens Joinery*



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## You're in excellent hands.

Our customers say we set the bar very high in the industry in terms of first class service and flexible approach.

We're glad they're happy. We're sure you will be too.

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