

LIGHT THE WAY FOR YOUR CUSTOMERS

As a retailer, helping your customers find the right lighting solutions for their home is an important part of your job but making sure your in-store lighting is as inviting is just as crucial. Retail design/lighting specialist **Leslie Stern**, owner of Leslie M Stern Design, offers her top tips on how to utilise lighting for your retail store.

When planning your retail store, one always has to consider the space, the population or culture you are trying to appeal to and what product you are selling. The following are some guidelines to assist with starting your store lighting design:

1 Start with figuring out your general lighting which is the main source of light for your store. Generally fluorescent or LED light bulbs are used for this, with fluorescent being the less expensive choice. LEDs are the most efficient and longest lasting light source, in the past they were expensive but the price has come down and we are seeing those used more in general lighting applications now. There are also task credits available and your store may qualify. When selecting LEDs, think about the lighting temperature which gives off the colour of the light. If you want warmer colors, select 2700 K or 3000 K or 4000 K which is a cooler light choice, although technology is still being developed and they are not consistent in colour temperature and tone. Purchase them all at the same time to ensure consistency in your lighting.

2 Evaluating your task light is the next step and this is used to illuminate areas in your store where light is needed to perform specific tasks such as store entrances, checkout area and customer service desks. LEDs, fluorescent and incandescent have been lighting sources used for this application. We are seeing incandescent used the least as they are being phased out with their short lifespan and high energy usage. Utilise your floor plan and select these key areas when making these choices.

3 Accent light is the next step which is used to highlight key areas in the store, display and décor. Examples of these can be a focus on new products, a piece of art, shelving displays, window displays and case goods that emphasise products. LEDs are becoming more commonly used for this source of light.

4 Next, consider using decorative lighting which is not a source of light but a light fixture that can add a focal point in to your store while adding a good source of light. Examples of these are chandeliers, wall sconces and custom light fixtures. We can see LEDs, incandescent or halogen light bulbs used in these fixtures.



5 Think about using dimmer switches which can assist you in controlling the amount of light in your store. This can really be a cost-saver on energy as well as it gives you the ability to create the mood of the store. Make sure you select the type of dimmers that are compatible with the type of light bulbs you are using and the amount of wattage. A good lighting supplier can help you with this task.

6 Select the type of fixture you want to use, whether its track lighting, recessed cans or ceiling mounted light fixtures. Track lighting can be a great option when installing on a concrete ceiling and are more cost-effective and can add flexibility to the direction of the light

you are trying to achieve. Recessed cans appear very minimal in appearance but can be costly when installing all the required junction boxes to achieve the same amount of light. Ceiling-mounted fixtures, such as a fluorescent light bulbs housed in 2 X 4 frames are also a cost-saver as they don't require as many fixtures to light your store. These should only be used for general lighting.

7 Consider your lighting budget and the lead time when making your final decisions. Electrical material, light fixtures, as well as a good qualified electrician's labour cost, should all play a part in making an educated decision on your selection of lighting fixtures.

The Wholesale Package at Stax

For all your customers' needs this festive period.



Nobody else carries such an extensive range of festive lines including trees, lights, decorations, stationery, kitchenware, electricals, giftware & much more!

Apply for an account today, call **0800 035 6421** or visit www.staxtradecentres.co.uk/apply