

# SEE THE LIGHT!

It's light quality — not quantity — that makes all the difference in a successful retail environment. Hillphoenix® Design Center has the resources, experience and technical knowhow to do the job right!

## **SEE** what a change in light quality can do!

**SEE** how purchase intent on rib-eye steaks increased by 36% in a Sealed Air study!

**SEE** how spotlights and pastel-colored uplights increased sales by 6% and customer visits by 15%!<sup>1</sup>

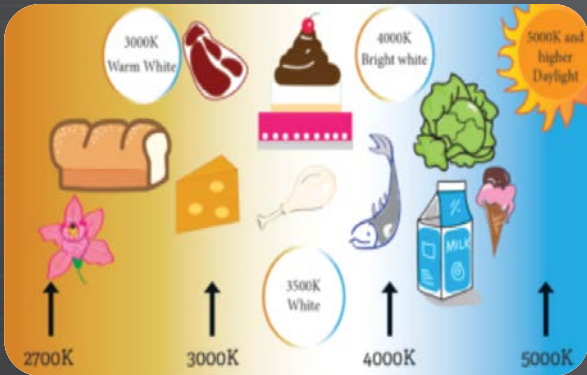
**SEE** why bright light does not increase sales as well as time spent in a store — and it's a waste of electricity. Instead, use contrasting lights to create light and dark areas that draw a customer's attention.<sup>2</sup>

<sup>1</sup>(<http://bizled.co.in/led-lighting-helps-to-increase-sales-in-retail-store/>)

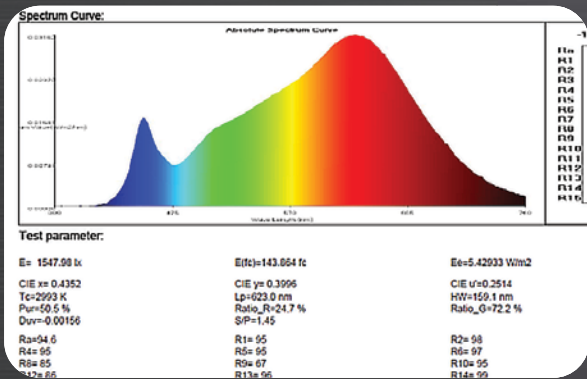
<sup>2</sup>(<https://www.lightingdesignsummit.com.au/news-detail:4caab82c-ad51-4888-d2ef-5bf7cab1e9ff.html>)



**SEE how the experts do it!**



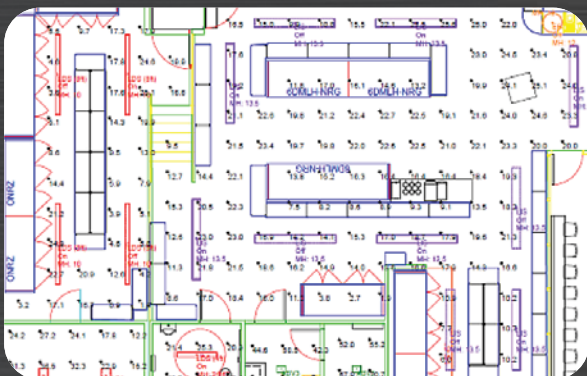
We look at Kelvin temperatures by department and store format.



We use fixtures with superior color quality and higher energy-efficiency.



We use visual software to track store customer movements and where they spend most of their time.



We confirm that fixture selections and light intensities enhance shopper flow and display impact.

## SEE exactly what Hillphoenix experts can do for your store lighting requirements, like:

- Balancing case and ambient lighting for optimum impact and energy savings.
- Making product integrity a part of every design scenario.
- Selecting the right fixtures to reduce glare on cases.
- Choosing the perfect fixture types for your specific project..

## SEE all that the Hillphoenix Design Center provides, including:

- ✓ Design Ideas.
- ✓ Conceptual Drawings.
- ✓ Departmental Layouts.
- ✓ Efficiency Flow Analysis.
- ✓ Food Programs.
- ✓ Education.

Let us help you “see the light!”  
Contact your local Hillphoenix Salesperson or Dealer for more information. Or, visit us online!

<https://www.hillphoenix.com/company/contact-us/>

**Hillphoenix**



Conyers, GA USA  
770.285.3057  
hillphoenix.com

©2019 Hillphoenix, Inc.