

GARDLER®



LIGHTING
SOLUTIONS FOR
HYPER & SUPER MARKET



SCOPE OF BUSINESS & SERVICES

GARDLER®



APPLICATION DESIGNS

- + Specialized design for every format.
- + Designs that blend with the brand's theme and concepts.
- + Designs that combine energy efficiency while maintaining adequacy and coverage.



PRODUCT DEVELOPMENT AND CUSTOMISATION

- + Product design and development for special/specific applications.
- + Custom-build fixtures to suit specific aspects or architectural alignments.



TECHNICAL SUPPORT

- + Pre and Post sale technical support
- + Site survey, evaluation of existing lighting and recommendations for improvement.
- + Assessment of lighting load and consumption.
- + Coordination with allied agencies and contractors.



PROJECT MANAGEMENT

- + Installation and commissioning services including support / coordination on civil and electrical aspects.



CONSULTANCY

- + Consultancy service on applications, products or design.



FINANCING OPTIONS

- + Referral support for finance and leasing options.

Gardler Lighting understands the art and science of Lighting.. And more so, the significance of proper lighting in a retail store environment.

As an organization created to transform the lighting industry, Gardler Lighting sets a scorching pace and superior standards through a formidable combination of Innovation, Technology and Engineering - a blend that would make an exceptional and unmatched value proposition to the clients.

Our business philosophy is very simple, yet very profound. Our existence and progress is intrinsically connected to the way we serve you. Therefore, our actions are defined with you as the core - the result of which is we win your heart each time, every time.

GOOD LIGHTING STIMULATES CUSTOMER PURCHASE IMPULSE

Scientific studies and research prove that lighting plays a very significant role in the store, delicately encouraging the customers to indulge in shopping and also enabling them in their purchase decisions. Lighting interacts with the subconscious mind of the customers in their movements inside the store. A good lighting in a store is therefore crucial, not only in increasing the sales but also providing the customers a delightful and enjoyable shopping experience.

When it is a Hyper or Super market, the lighting design and technology has to be carefully chosen. The sheer size of the hyper/super market is so large, and the number of items on display on an average is around 50000. The products need to be presented under proper light so as to make them visible and easy to look at, but equally important is the fact that lighting has to be appropriate for the customers to navigate the store with convenience. Also good lighting induces the customers to increase their shopping duration in the store, thereby leading to higher sales.

Besides, each section in a hyper market requires a different lighting design, color and intensity, presenting the merchandise therein in their natural splendor. The design and structure of lighting for General Merchandise or household goods would vastly differ from what is required for Fresh Section (Fruits & Vegetables) or Frozen Foods (Meat, Fish, etc). Lighting at cash counters is different from that of a Fashion area or a drug store. The lighting concept and design has to be so meticulously drawn up, so that it perfectly complements the merchandise in its respective area, and gets the customers attraction and interest.

After all, statistics from across the globe, show that almost 2/3rds of the goods in the shopping cart get filled in due to spontaneous and impulsive buying..

And lighting precisely enhances this aspect.





WE DEVELOP CONCEPTS. NOT JUST PRODUCTS..

When the lighting of the store is invigorating, the atmosphere gets better – leading to refreshing mood and enthusiasm of the customers. Result is more fill, in the shopping cart.

Gardler works closely with the architects and store project teams, right from the conceptual stages, adding invaluable support in designing perfect lighting solutions for every square inch of the store. It is important to integrate the lighting system and layout right at the concept/design stage, to make sure the overall store lighting blends seamlessly with the merchandise assortment and placements.

A variety of factors are taken into consideration at this stage viz. brand or store theme (or identity), the type of ceiling, flooring and walls – including their color and texture, the display racks and alignment, the product mix, visual merchandising, etc. Each of these need to be carefully reckoned as lighting has to enhance every aspect, besides being soothing to the eyes of the customer.

Energy is not only expensive but becoming scarce too. Therefore the lighting system shall not only be designed to reduce energy consumption, but also provide long life and lower maintenance costs. And at the same time, the lighting design also needs to be optimal to keep the initial investment affordable.



It is not just about economic aspects.. it is also about care for the ecological sustainability. Gardler firmly believes in the philosophy that every product that is made by them is environment-friendly and helps in a humble way in maintaining the planet's eco-balance.

Come.. Let us take you through our product range and applications specially created for Hyper/Super markets. You will agree, why Gardler is the most sensible choice when it is lighting up a retail store..



INSPIRE THE CUSTOMERS TO SHOP MORE, THROUGH APPROPRIATE LIGHTING

SPECIFIC LIGHTING FOR EACH SECTION IN THE STORE

A : SHOW WINDOW



Get the passersby closer, and let them take a longer and deeper look at the merchandise on the display. The right lighting concepts for the show window space creates a strong and positive impression about the brand and products displayed.

A shop window is the first point of contact with a customer and the perfect place to express a brand identity. With dynamic lighting, retailers can stand out on a busy shopping street and draw customers inside. For extra contrast and effect, it's possible to use both narrow and extra-wide beam spots.

B : AT THE GATEWAY



The entrance is the first touch point of the customer in the store. The lighting in this space shall be inviting and make the customers feel comfortable, besides encouraging them to move in and explore further.

Creating a positive impression in the minds of the customer is one of the greatest possibilities with the right kind of lighting.

The volume of light needs to be a little higher than the rest of the areas, yet comfortable for the eyes - the color temperature being a subtle warm, the whole area covered in a uniform manner. The lighting shall be pleasing and encouraging the customer to move in to the store, giving an atmosphere of welcome and warmth.

D : MAIN SHOP FLOOR

When the shop floor main area has an open ceiling, there is no better choice than **STEFFI**, a stunning linear LED fixture that is mounted on a continuous pre-wired trunking. The sheer elegance of the fixture is equally matched by its extraordinary performance.



(Open Ceiling Environment)

Equally stunning are two other linear fixtures .. **Adler** and **Blaze**.. They are so unique in their design and structure-that their light coverage is intended for larger horizontal plane and a higher vertical plane. Specially notice the brilliant asymmetric reflector in Blaze that washes the rack and wall spaces like no other fixture in its category. The Adler design with its batwing reflector and a contemporary light coverage is perfectly ideal for wider alleys/aistes.

C : MAIN SHOP FLOOR | Fashion Area



The place where the products come alive in their full glory.. Be it the homeware or furniture, fashion or wine section, frozen foods or fresh fruits & vegetables.. the merchandise in their natural splendor requires an equally magnificent lighting that accentuates the appeal and subtlety of the items on the stands and racks. A balanced combination of linear lighting and wall washers along with accent lighting would need to weave a magical ambience that intensely engages the customers.

(Where false ceiling available)

A great choice of down-lighters - Marla (singular) or Della (double-triple fixtures) to suit varied applications and spaces bring the shop floor alive and lively. These fixtures with their superior performance subtly indulge the customers and make their shopping pleasant.

E : MAIN SHOP FLOOR | Fashion Area



(Wall Washer)
CLORIS, is the most ideal fixture that lights up the wall space with an exceptional sharpness and crispness. The result is a clear visibility of either merchandise on the racks or the important VM portions that dot the upper walls. Cloris comes with different wattages and a variety of reflector beam angles..

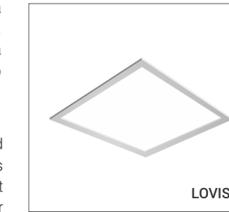
F : MAIN SHOP FLOOR

Lighting in promo pods and special merchandise areas need a differentiated approach, in terms of the aesthetics, intensity, coverage and pattern. Emphasis has to be on making the space a soothing one that indulges the customers, as well add elegance to the area / section..



(Power track fixtures)
Gustel is a track fixture mounted on a pre-wired power track does the job of immaculately highlighting the area or merchandise or promo spots. The customers would be able to see the merchandise in its full vibrancy and elegance.

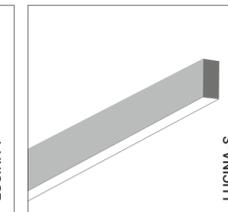
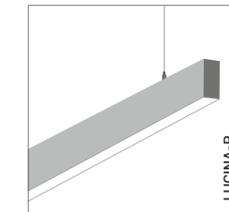
G : MAIN SHOP FLOOR



(Areas such as Beauty Section, Customer Lounge)
Lighting in these areas shall enhance the ambience and decor.
Emphasis has to be on making the space a soothing one that indulges the customers, as well add elegance to the area/section..

If products in beauty section beautify the consumers, then EDEL does the same job of embellishing the space around, with its extra-ordinary design and structure. Coming with a convenience of recess or surface or suspended mounting flexibilities, and a spectacular housing, EDEL is sure to make the heads turn..

H : CASH COUNTER



The sale finally culminates at the cash counter. This is where the lighting not only has to enable the customers a smooth check-out but also to provide a soothing and comfortable ambience.

(Open or False ceiling environment)

Whether the place requires Recess. Surface or suspended fixtures, Lucina-S or Lucina-R are the perfect solution to cover the area, with a linear lighting that blends uniformity and comfort.

I : PICK-ON-THE-GO AREA (Open or False ceiling environment)

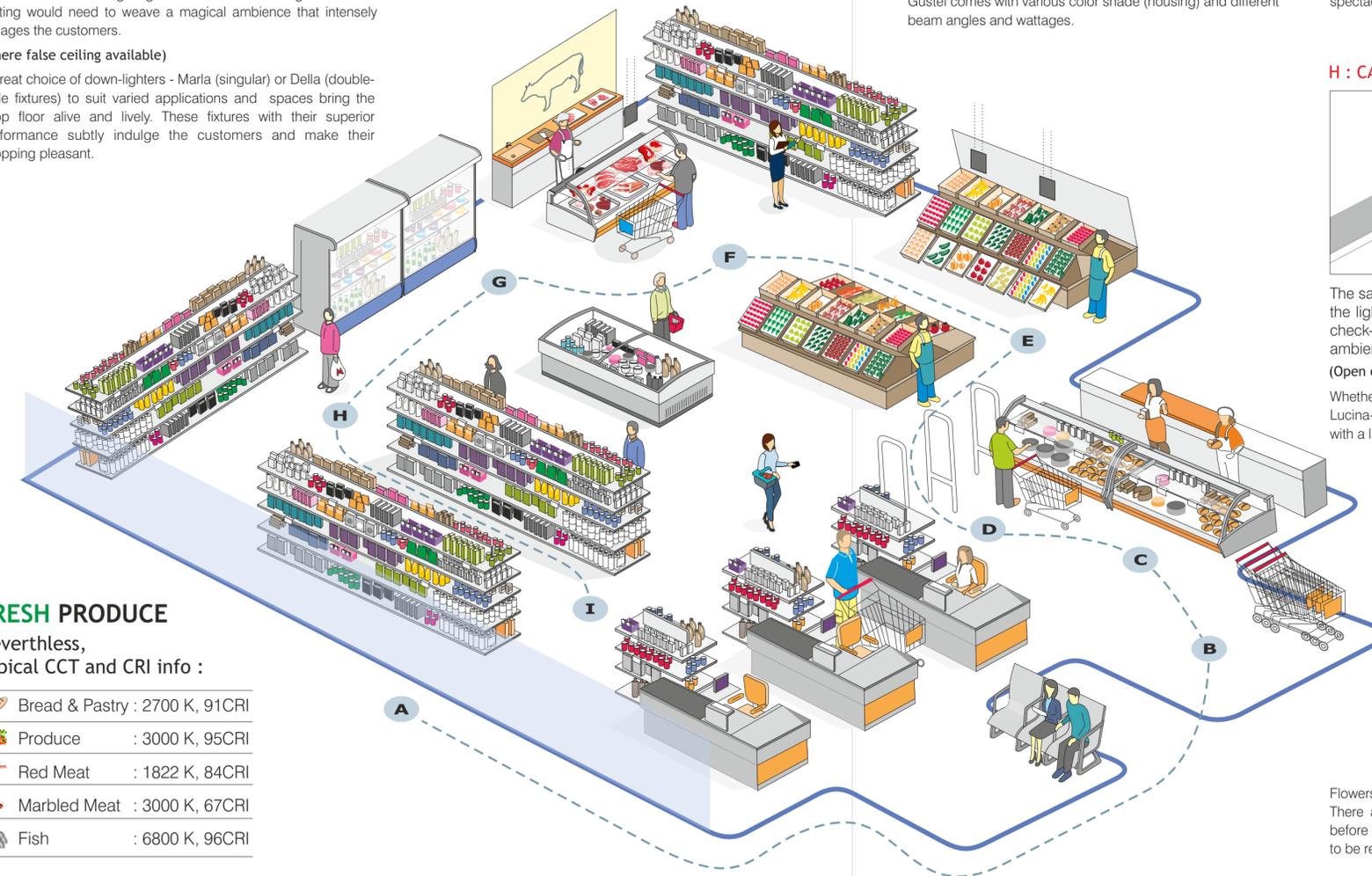


Flowers, bouquets, keychains, newspapers, magazines, clippers... There are so many miscellaneous items that are displayed just before the customer reaches the cash counter. Lighting here has to be relaxing, yet sharp enough to pick up the items easily.

FRESH PRODUCE

Nevertheless,
Typical CCT and CRI info :

	Bread & Pastry	: 2700 K, 91CRI
	Produce	: 3000 K, 95CRI
	Red Meat	: 1822 K, 84CRI
	Marbled Meat	: 3000 K, 67CRI
	Fish	: 6800 K, 96CRI



Cadel LINEAR LED HIGH-BAY



Conventional linear LED fixtures are ideal for a hyper/super market with a normal height ceiling. However, for stores with a high ceiling, there is a need for a different kind of linear fixture that does the function of a high-bay lighting. By nature of its placement at a higher altitude and the required function of coverage of a larger space with more intensity and uniformity, the linear high-bay LED fixtures are built differently. Generally these fixtures are designed for wattages upwards of 125W, and therefore the engineering and construction of these luminaire need a very complex approach. Every aspect of this fixture, from the LEDs to the critical design and the thermals, have to be meticulously made, so as to ensure that the luminaire does the function what it is intended to, effectively.

Gardler has pioneered in India with a spectacular Linear LED High-Bay fixture - Cadel - that is available in different wattages. This is the most sensible choice when it comes to lighting needs of a hyper market or a C&C centre with a double/triple height. (Also suitable for warehouses with similar applications). The overall fixture is a 3-directional structure that brilliantly delivers light at straight-down angle and the two sides. The reflector is designed most innovatively alongside the light source, skilfully controlling the beam angles, and the diffuser which conceals the hot spots, and yet efficiently transmitting the light.

Impressed ?

Gardler's range has a lot more interesting to offer..

Call our team for a meeting right away..!

Visit www.gardlerlighting.com



What you should know about lighting in a SUPER MARKET

THE GENERAL ASPECTS

Failure rate and luminous flux decline :

The average or standard lifespan of high-grade superior LEDs is slated as 50000 burning hours. At an average use of 12 hours per day in a hyper/super market, it means the LEDs shall last for over 11 years.

For any component or system, the MTBF is the mean time between failures. The MTBF is a figure used in calculation for the reliability of items of equipment. The MTBF can be considerably lowered by operating components closer to their rated limits.

For a good quality LED, its lumen depreciation shall be at 85-90% of its life span. That means the light output the LED delivers at the beginning shall be the same maintained until it reaches it 90% of rated burning hours. However, this points has to be reckoned along with a few factors like environment, maintenance of fixtures (diffusers/glass), moisture, vapor etc..

Efficiency : Lumens per watt :

The technology progress in the field of LED helps attain higher levels of lumens per watt. A lumen is a measure of how much visible light is emitted by a source. Lumens per watt (lm/W) refers to the energy efficiency of lighting: how much visible light . you get for a given amount of electricity.

The Lm/W may vary with color temperature (CCT) of the LEDs.

Color range for a variety of applications :

Each area in a hyper/super market requires a specific color temperature (CCT). The purpose of such differentiated lighting helps in enhancing the natural color, texture, and appeal of the merchandise displayed. For example, the lighting for fresh section (fruits & vegetables) would differ from that of general household merchandise. Similarly the frozen food section requires a specific color of light, while that of cash counter or wine section or customer lounge may be different.

Color tolerance / color stability :

LEDs, in their manufacturing stage, undergo various stages of evaluation and categorization (called binning). In the study of colour vision, a MacAdam ellipse or SDCM (standard deviation color matching) is a region on a chromaticity diagram which contains all colours which are indistinguishable, to the average human eye, from the colour at the center of the ellipse. It is important to check that the LEDs that you buy are closely binned so that in the store (when the lights are installed) there is no color variance.

Design / production :

It is not just LEDs that determine the overall performance, reliability or quality of light. While LEDs are the fundamentals, the associated aspects of it – viz. the heat sink design and construction, the drivers,

reflectors, and the assembly guidelines, etc also play a vital role in deciding the overall efficiency of the luminaires.

Any one of these, if inferior by its specifications, may bring down the performance or life of the fixture drastically.

GARDLER ADVANTAGE

Gardler uses LEDs from one of the world's top technology brands, who are pioneering in the field of LEDs. The LEDs are exceptionally superior in their performance, standards and quality.

Gardler provides the relevant test certificates confirming the standards from the LED manufacturer, the result of which is you get an assurance of the quality of product that you buy from us.

The LEDs used by Gardler deliver 160 Lm/w (in 5000k CCT). (chip output). This is one of the best deliverance presently.

The benefit you get is higher lumens per watt, resulting in lower energy consumption and thereby lesser running costs.

Gardler's range of products, with their widest CCT range (from 2700K to 6500K) ensure that there is appropriate color of light for every section of the store.

The advantage you derive is that your customers feel the warmth and the right ambience for their shopping in every section.

We use the best-in-class LEDs that fall in the highest levels of color stability.

This aspect can be verified by the conformity of ANSI standards by the manufacturer.

Gardler advantage: Your store looks uniform in the color of light output improving the overall look and appeal.

Gardler's core strength is in the way they design the fixture and the engineering and assembly that support. Finest quality of reflectors, scientifically designed heat sinks, superior-specified drivers, along with a series of stringent tests and controls make their fixtures deliver the ultimate lighting that a store can get.

High levels of quality standards at every stage of Gardler's design and production ensure that the fixtures are the best.



YOU NEED MORE DETAILS ON GARDLER'S LIGHTING CONCEPTS FOR HYPER / SUPER MARKET FORMAT ?

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A new visual experience in your retail store with innovative solutions from Gardler™

When it is making a choice about lighting for your store, Gardler Lighting is the most sensible one – unquestionably. Because we do not just supply you products that light up your store, but a comprehensive end-to-end solutions package that creates a magnificent shopping experience for your consumers.

Towards our commitment of providing world class products and services, we have collaborated with some of the top-notch brands across the globe, in technology, design and engineering – so that what you get from us is latest and exceptional in quality and standards.

Our business philosophy is simple, yet very profound. Our existence and progress is intrinsically connected to the way we serve you.. Therefore, our actions are defined with you as the core – the result of which is we win your heart each time, every time.

Talk to us.. We assure you the best..

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