



Retail Lighting

Challenge – Ensuring quality lighting to increase sales

Role of Light:

In a retail environment attracting customers to certain items can be a challenge. Big signs and product positioning will help to an extent, but a beautifully illuminated product will grab the customers attention and really draw them to the product.

It isn't all about just creating contrast by illuminating certain products brighter than others. An item can stand out in the wrong way if the type of light isn't suited to show off the products colour or features. Factors such as colour temperature need to be considered, so the blue of a jacket, green of an emerald, or red of an apple really stands out and looks fantastic. It doesn't just come down to colour, making that diamond look stunning and shine is again related to the lighting profile.

Wave Solution:

You need to be able to ensure consistency across your store, and that your lighting provider has supplied you with the best quality across each installation. Diagnose any units that look "odd" compared to their neighbours and hold your supplier to account, as you want to make sure your store as beautiful as it should be! Instantly share the data with another of your stores all around the world, or with the suppliers to describe problems with accurate data.

With the WaveGo you have the ability to easily, accurately and quickly measure lighting in a store.