



The Magic of Light®



Our mission was to refresh the design of the interior fresh food section of the COOP supermarkets. When we proposed to COOP a solid state lighting solution, they discovered the technology offered significant design benefits in addition to dramatic improvements in energy efficiency. We believe that the decision to develop an LED based lighting solution not only aligns with COOP's environmental sustainability values, but also improves the environment and shopping experience in their stores.

Ing Mingozi Ricerca & Progetto, Bologna  
COOP Consultant



## CASE STUDY



Adriatic Coast, Italy

## CASE STUDY



Operating costs for retail stores continue to increase year over year. When developing new shop design concepts, high quality illumination of the fresh produce and meat sections is critical to store profitability. It is also important to consider lighting solutions that reduce the store's energy consumption and operating costs. Not only is this good business management, but the focus on reducing energy consumption also reflects corporate environmental sustainability values.



### BACKGROUND

Store lighting for large supermarket chains is increasingly important as it affects the perception of merchandise on display and is a significant contributor to operating costs. When designing a new shop layout, supermarkets have multiple objectives. The lighting must entice the customer to purchase products while creating an environment where the customer feels at ease and interested in browsing throughout the shop. Specifying energy efficient lighting solutions can also have a significant impact to the profitability of the store. The latest advances in LED lighting technology now permit both these objectives to be achieved. LED based lighting solutions offer the store manager high quality lighting and a pleasant shopping experience with a return on investment approaching 2 years or less based on energy and maintenance savings.

### THE CHALLENGE

- › Light the fresh meat and produce sections with high quality light while:
  1. Reducing energy consumption
  2. Reducing maintenance and installation costs
  3. Reducing merchandise waste due to spoilage
  4. Improving the customer shopping experience
  5. Maintaining corporate values



COOP wanted to create an appealing produce and meat section using high quality lighting to draw customers to the center of the store. The new Martini Virgola GM and BEX GM luminaires using Bridgelux LED Arrays were an ideal solution. The Bridgelux light sources used deliver a CRI of greater than 96 while also eliminating heat and UV in the light beam, which can cause food on display to spoil prematurely.

Nerio Trebbi  
Marketing Director, MARTINI

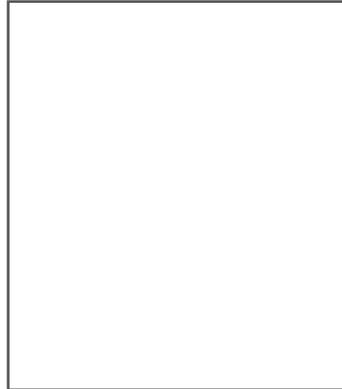


## THE SOLUTION

Martini developed two new fixtures, the Virgola GM and the BEX GM using Bridgelux ES Series LED Arrays, delivering high color rendering ranges and providing the desired quality and quantity of light. Each 21-Watt fixture replaces traditional light sources consuming on average between 80 – 110 Watts, a reduction of up to 80% in energy consumption.

## BENEFITS

- › Over 75% energy savings compared to traditional lighting solutions based on white SON and ceramic metal halide reflector lamps without sacrificing light quality
- › Reduced maintenance costs and long service life
- › Rapid installation and adjustment due to immediate ignition and lack of hot components
- › Lack of heat and UV radiation in the light beam which can cause produce to spoil and fresh meat to brown prematurely
- › Reduced climate control costs and a more pleasant shopping experience



## FAST FACTS

**Client**  
COOP, Italy

**Project**  
COOP Adriatica

**COOP Consultant**  
RICERCA E PROGETTO

**Manufacturer**  
MARTINI

**LED technology**  
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