

# LED LIGHTING, DOORS EVOLVE

**Lighting moves beyond energy-saving and into merchandising, while new mid-temp doors make products more visible.**

**L**ED lighting — and doors on medium-temp, multi-deck cases — have evolved and improved since their launch about seven years ago. Both continue to help retailers save money and sell more product in their refrigerated display cases.

“When the trend to change out in-case fluorescent to first-generation LED lights started, it was a strict energy-saving proposition,” says Cheryl Beach, marketing com-



**Hussmann's EcoShine Quick Connect LED can be installed by simply replacing ballasts and inserting the new LED into the existing fixture.**

munications director at Hussmann. “The majority of food retailers have realized energy savings by upgrading existing refrigerated display cases to LED lighting. But now we are learning there are differences in color quality, comfort and contrast depending on the LED product used.” Ultimately, she says, the LED lighting choice should not be just about energy, but also about three other key factors:

- How the lighting enhances the color of the packaging within the product display;
- How it reduces glare and hot spots so it is more comfortable for the shopper to look at the display;
- And how it provides uniform distribution of light across the product display area.

“Hussmann EcoShine II Plus is an example of how our lighting product has evolved during the last five years. Our current product is more efficient with a higher output, greater color rendering index (CRI) and enhanced

light dispersion throughout the display area. We are also seeing more comprehensive lighting plans for entire stores — including in-case lighting, overhead ambient lighting and accent lighting to create the appropriate environment for shoppers,” according to Beach.

There is a similar story about doors on medium temperature, multi-deck display cases. This trend started as an energy-saving opportunity in the beverage department where cases could be easily retrofit with doors.

But today it is increasingly common to see doors on more medium-temp, multi-deck display cases storewide, including high-profit departments such as meat and produce. This increased demand is driving the need for doors to feature product visibility and attract shoppers, as well as improved reliability and structural integrity. “Hussmann's current EcoVision II Plus door has been designed to maximize product visibility with its French-style design with no center mullion. Its ultra-thin door perimeter and handle design and 24-inch-wide door minimize interference with aisle traffic flow,” she notes.

From a structural integrity perspective, the EcoVision II Plus door has been tested to 99% reliability at 10 years and all component parts such as hold-open, wipers, door handle, and split rail have been improved and tested to exceed 14 million door opening cycles, Beach notes.

Most recently, Hussmann has introduced EcoShine Quick Connect LED lights, featuring an application-specific design for service merchandiser canopy and shelf lights. The new LEDs attract shoppers to service departments by creating a superior visual experience within the refrigerated merchandiser, especially fresh meat displays. This new Hussmann LED tube was designed for use in all service merchandisers, delivers uniform lighting across the entire product display and is easy to install, allowing food retailers to upgrade current fluorescent lights to LEDs, Beach explains.

The new light fixture “brings out the vivid colors of the specialty product displays while protecting color and product integrity,” says Christine VanLeeuwen, LC, LED lighting product manager.

## UP TO 72% ENERGY SAVINGS

It also provides up to 72% energy savings compared to fluorescents and offers excellent durability with five to eight year life expectancy, she adds. To balance the trade-off between better color rendering and warmer color temperature in service cases, the fixture is available in 3000K, 3500K and 4000K to meet a store's desired color temperature and merchandising appeal.

It is an extension of Hussmann's full LED upgrade offering that includes reach-ins, multi-decks, walk-in coolers and now service deli merchandisers. The EcoShine Quick Connect LED can be installed by simply replacing existing ballasts and inserting the new LED into the existing fixture, says Marc Carr, energy services product manager. ■