

HUSSMANN®

ECOSHINE II LED LIGHTS

The Art and Science of Merchandising

Superior Merchandising with Optimized Performance.



Merchandising with Color and Light

Using the right lighting with each food category is essential in getting the perfect color, warmth and appeal for each food type, whether packaged or open display. EcoShine II lights are custom designed to create dramatic visual impact in each food category.



Fresh Meat



Dairy



Fresh Produce



Frozen Food



Prepared Foods



Specialty Cheese



Deli



Bakery



Wine and Beer



Seafood



Salad and Olive Bars



Floral

Revolutionizing the effectiveness of retail food lighting.

HUSSMANN[®]

Visual merchandising with color and light in every department.



FRESH MEAT:
Warm White - 3000K
or Warm Neutral - 3500K

Fresh Meat.

The fresh meat counter is at the heart of every good supermarket. Meat should look naturally fresh and vibrant, drawing customers to the colorful display with high-contrast lighting.

LED lighting is ideal for fresh meat. Emitting less heat into the display case than fluorescent lights, LEDs help reduce the rise in internal product temperatures associated with fluorescents. Lower product temperatures help maintain the freshness and appearance of meats.

Choose rich, warm white EcoShine II LEDs with a high CRI and R9 technology to bring out the most vivid colors in fresh meat (even when red and white meat is displayed together).



DAIRY:
Neutral White - 4000K
or Warm Neutral - 3500K

OPTIONAL:
Cool White - 5000K
(For Walk-In doors
in small format applications)

Dairy.

From brightly packaged yogurts to creamy desserts, dairy displays are filled with a diversity of shapes, colors and textures. Neutral-white light strikes the perfect balance between vibrant color and a sense of nature.

For multi-deck cases, various combinations of EcoShine II canopy, shelf and rail lights can be used to illuminate the display evenly across all product facings and from top to bottom of the case for the many different shapes and sizes of dairy packaging.

For premium dairy displays, warm-white canopy lighting creates displays of exceptionally vibrant color and brings out the details of package labels and designs. The unique design of the EcoShine II canopy light ensures an even spread of high-quality light all the way across the case so all the products have an equal visual impact.

For closed multi-deck cabinets, the sleek, streamlined profile of EcoShine II vertical door lighting makes the light source invisible to the customer, yet the light still delivers uniform brightness to the center of the displays. Multiple color temperatures are available to match specific brand images.



FRESH PRODUCE
and BAGGED SALADS:
Neutral White - 4000K
or Warm Neutral - 3500K

Fresh Produce.

Nature's abundance follows the sun, alive with color, texture, and the season's best offerings.

Nothing brings out the freshness in fruit and vegetables like LED lighting. Spanning the entire color spectrum, fresh fruit and vegetable displays need an exceptionally rich light with a very high color-rendering index.

For multi-deck cases, EcoShine II canopy and shelf light options fill the display with even light all the way across the display of fresh produce.

For packaged fruit and vegetables, EcoShine II canopy solutions can be fitted with a number of cover options to minimize reflections and glare.



FROZEN FOODS
and DESSERTS:
Neutral White - 4000K
or Warm Neutral - 3500K

Frozen Foods.

Create irresistible frozen food displays that highlight crisp, clean, vibrant packaging with easy to identify food facts.

Frozen food is sold on the impact of the packaging. Although it is displayed in a frozen environment, frozen food packaging runs the full spectrum from just-picked peas to warm pizzas fresh from the oven. Neutral white color temperature is being used for lighting frozen vegetables and meals because it succeeds in creating a cool fresh feeling while bringing out the mouth-watering colors in the packaging designs.

For glass doors in reach-in cases, the sleek streamlined profile of EcoShine II door lighting enables it to be invisible behind the mullion yet still deliver uniform brightness all the way to the center of each door.

Neutral white LED lighting strikes the perfect balance between cool brightness and incredible vibrancy of color for frozen dessert packaging. LED lit displays deliver optimized energy savings and can be configured with a dimmer for further energy reduction.

Superior merchandising solutions with EcoShine II LED lighting.



DELI:
Warm White - 3000K
or Warm Neutral - 3500K

Deli.

Create a sense of premium quality in delicatessen displays.

Deli presentation brings the quality food promise to life for the customer. Rich warm-white light ensures that fresh salads “zing”, deli meats look fresh, full-bodied and authentic, and cheeses tempt with artisan texture and color.

EcoShine II LED lighting solutions have been designed specifically to deliver a spectacular visual impact for service and self-service deli cases. Perfectly even light brings food to life all the way across the case for merchandising impact with vivid colors and maximum food integrity.



FRESH FISH/SEAFOOD:
Neutral White - 4000K
or Warm Neutral - 3500K

Seafood.

A fresh seafood service display, with its diversity of colors and textures, has the potential to be one of the most visually dramatic display areas in a supermarket. Seafood must glimmer and customers should be drawn to the colorful display with highly accented neutral white lighting.

Increasingly, fresh seafood is packaged and displayed in refrigerated self-service, multi-deck cabinets. For multi-deck cases, matching optional lighting combinations can incorporate EcoShine II canopy, shelf and rail lighting. Each option fills the display with even lighting across the seafood packaging.

For closed reach-ins, the sleek, streamlined profile of EcoShine II vertical door lighting makes the light source invisible to the customer, yet the light still delivers uniform brightness to the center of the displays. Lighting is available in multiple color temperatures and can be tailored to match specific brand images.



PRE-PACKAGED
PREPARED FOODS:
Warm White - 3000K
or Warm Neutral - 3500K

Prepared Foods.

Create fresher and more vibrant displays for pre-packaged prepared foods.

From mixed salads to sandwiches, chilled perishable displays contain an abundant variety of colors, textures and packaging profiles. Warm-white light strikes the perfect balance between richness of color and a sense of freshness.

For multi-deck cases, a number of discreet matching solutions can incorporate EcoShine II canopy, shelf and rail lighting. Each option fills the display with even light all the way across the product facings and from top to bottom of the case no matter what the shape, size, or color of product packaging.

For a premium visual impact, warm-white lighting creates pre-packaged perishable displays of exceptionally vibrant color.



BREAD and BAKERY:
Warm White - 3000K

COLORFUL BAKERY:
Warm Neutral - 3500K

Bakery.

Golden tones of rustic breads and pies, rich creamy desserts and crunchy treats.

A full warm-white light is essential to give bread and cakes that “just-baked look” and can be accomplished by using EcoShine II canopy and/or shelf lighting designed to throw a rich light all the way across open bakery displays.

Where bread and bakery products are in cellophane packaging, a diffused cover can be used to minimize reflections and glare.

A slightly cooler yet rich white light is the recommended solution for pastry displays and cases with lots of color (for example fruits or decorative icing).

Create exceptional product displays throughout every department.



SALAD BAR/OLIVE BAR:
Warm White - 3000K

Salad and Olive Bars.

Create salad bar and olive bar displays that “zing” with life and fresh vibrancy!

Rich, warm-white light ensures that fresh green salads and deep blacks, reds, and greens of the olive bar “zing” and create the feeling that these foods have just been picked.

EcoShine II canopy LED lighting solutions have been designed to deliver a spectacular visual impact for salad bar, self-service counters. A perfectly even light brings food to life all the way across the display. High CRI and R9 technology for exceptional color vibrancy boosts the premium merchandising impact even further, making all salad categories look delicious.



SPECIALTY CHEESE:
Warm White - 3000K
or Warm Neutral - 3500K

Specialty Cheese.

Cheeses come in an abundant variety of shapes, colors and textures; rich, warm-white light brings out the vibrancy of color in cheese displays while creating a premium visual impact.

For premium cheeses on display in service cases, the spectacular warm-white canopy lighting creates displays of exceptionally vibrant color and brings out the artisan textures in premium cheeses.

The unique design of EcoShine II canopy LED's ensures an even spread of high-quality light all the way across the service case for maximum merchandising impact.



WINE:
Warm Neutral - 3500K

BEER:
Neutral White - 4000K

Wine and Beer.

From pale gold to ruby red, the deep colors of wine and beer create a rich, luminous display.

With their colorful contents, interesting shapes and creative labels, chilled alcoholic drinks can create a stunning display. Rich, warm neutral light looks refreshingly cool while picking up the vibrant colors in the wines on display. Neutral white brings out the interesting colors and graphics in beer packaging.

For multi-deck cases, various matching solutions can include EcoShine II canopy, shelf and rail lighting. Each option evenly lights the display across the product facings and from top to bottom of the case for all types of beverage packaging.



FLORAL:
Warm White - 3000K

Floral.

The vibrant colors of the world's most gorgeous flowers require rich, warm light and high color accentuation.

EcoShine II canopy lighting has been specifically designed to deliver a spectacular visual impact for fresh displays. A perfectly even warm white light brings floral to life all the way across the display.

High CRI and R9 technology in EcoShine II provides exceptional color vibrancy and boosts the premium merchandising impact even further, making floral and all other fresh categories look supreme.

Superior merchandising and optimized performance.

Hussmann's EcoShine II LED lights are custom designed to create dramatic visual impact in each food category: meat, produce, dairy, seafood, specialty, frozen, and more.

Our new EcoShine II LEDs are brighter and have a higher CRI and R9 value which enables better visibility for shoppers to see and select products, while bringing out the vibrant colors of the displays and packaging which enhances the shopper experience.

EcoShine II LEDs also emit less heat into the display case than fluorescent lights which results in lower product temperatures and helps maintain the fresh, appealing look of perishable foods.

For more details, contact your Hussmann sales representative
or visit hussmann.com



Visual merchandising with color and light.

Recommended LED Color Guide/Selection by Food Application

		Warm White 3000K	Warm Neutral 3500K	Neutral White 4000K	Cool White 5000K
	FRESH MEAT	Primary	Secondary	-	-
	DAIRY	-	Secondary	Primary	Walk-In Doors (C-Stores)
	FRESH PRODUCE	-	Secondary	Primary	-
	FROZEN FOODS	-	Secondary	Primary	-
	DELI	Primary	Secondary	-	-
	FISH/SEAFOOD	-	Secondary	Primary	-
	PRE-PACKAGED PREPARED FOOD	Primary	Secondary	-	-
	BAKERY	Bread & Browns Primary	Colorful Bakery Primary	-	-
	SALAD and OLIVE BARS	Primary	-	-	-
	SPECIALTY CHEESE	Primary	Secondary	-	-
	WINE and BEER	-	Primary (Wines)	Primary (Beer)	-
	FLORAL	Primary	-	-	-

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