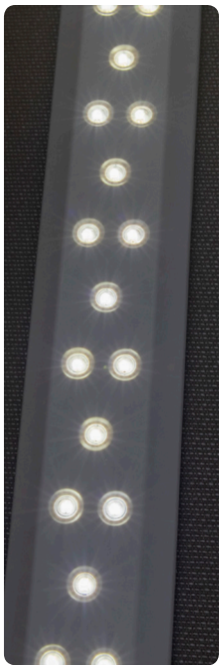
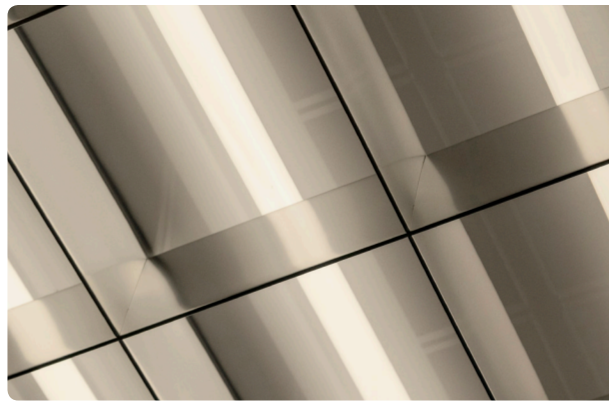


BEST PRACTICES FOR SHOWROOM DESIGN

LIGHTING YOUR DISPLAY SPACE

CHOOSING THE RIGHT LIGHTING FOR YOUR DISPLAY SPACE CAN CREATE AN OVERALL ATMOSPHERE TO WELCOME YOUR CUSTOMERS, HIGHLIGHT SPECIFIC ITEMS AND BOOST YOUR SALES BY CREATING A GREAT SHOPPING EXPERIENCE. BUT KEEP IN MIND, NOT ALL LIGHTS ARE CREATED EQUAL.



TIPS & TRICKS FROM OUR EXPERTS!



ASSESS YOUR LIGHTING SITUATION

- DECIDE BETWEEN A STATIC OR MOBILE DISPLAY
- MEASURE THE OVERALL SPACE YOU'RE WORKING WITH
- IDENTIFY EXISTING SOURCES OF NATURAL LIGHT, SUCH AS WINDOWS OR SKYLIGHTS
- PLAN WHERE SPECIFIC DISPLAYS WILL BE PLACED

TYPES OF LIGHTING

AMBIENT LIGHT

- ILLUMINATES A LARGE AREA
- CENTRALLY-PLACED
- INCLUDES NATURAL LIGHT SOURCES
- DEFINES THE OVERALL ATMOSPHERE OF YOUR SPACE

ACCENT LIGHT

- ADJUSTABLE SPOTLIGHTS
- TRACK LIGHTING
- HIGHLIGHTS SPECIFIC AREAS OR EVEN SPECIFIC PRODUCTS

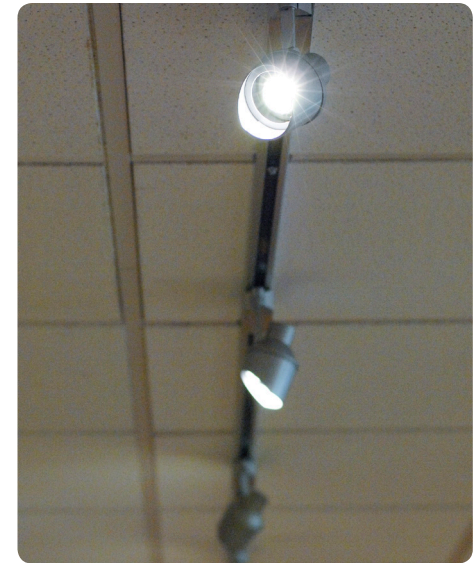
DEFINE YOUR STYLE

WARM, SOFT LIGHTING

- CREATES A RELAXED AND COMFORTABLE ATMOSPHERE
- CAN MAKE A SPACE FEEL SMALLER AND MORE FAMILIAR
- MAY WASH OUT COLOR AND DETAIL

COOL, BRIGHT LIGHTS

- HELPS CUSTOMERS SEE COLOR AND DETAIL MORE CLEARLY
- CAN MAKE A SPACE FEEL LARGER AND MORE EXPANSIVE
- MAY CREATE A DISTANT, COOL VIBE



TIPS

- ✓ MIXING MORE THAN ONE STYLE OF LIGHTING INTO YOUR SPACE CAN BE A WAY TO GET THE BEST OF BOTH WORLDS.
- ✓ SOME BRANDS MAY HAVE AN EXISTING STRATEGY AND IDENTITY YOU CAN LEVERAGE FOR YOUR LIGHTING.
- ✓ GET INSPIRED! PAY ATTENTION TO THE DISPLAYS YOU LOVE THAT SHOWCASE PRODUCTS WELL, AND HOW THEY ARE LIT.
- ✓ EXPERIMENT WITH DIFFERENT LIGHTING STYLES TO SEE WHAT WORKS BEST FOR YOU.

CHOOSE YOUR FIXTURES

- **LIGHT PANELS AND LUMINARIES** ARE IDEAL FOR CENTRALLY-PLACED ILLUMINATION IN A LARGE AREA.
- **CANISTER LIGHTS** CAN BE RECESSED IN OR MOUNTED TO THE CEILING, AND PROVIDE A FIXED SPOTLIGHT.
- **TRACK LIGHTING AND ADJUSTABLE SPOTLIGHTS** ALLOW FOR A FLEXIBLE SYSTEM OF DIRECTED LIGHT.
- **LED DISC LIGHTS AND SURFACE-MOUNTED LIGHTS** ARE PORTABLE AND EASILY POWERED – IDEAL FOR MOBILE DISPLAYS AND MOVABLE HIGHLIGHTS.

SELECT YOUR LIGHTS

FLUORESCENT LIGHTS

- BEST FOR ILLUMINATING A LARGE AREA
- CAN BE COOL AND NEUTRAL
- LESS ENERGY-EFFICIENT

LED LIGHTS

- BEST FOR ILLUMINATING TARGETED AREAS
- BRIGHT AND COMPACT
- USE LESS ENERGY AND LAST LONGER

