

Press release
Dornbirn, September 2010

Superior lighting and high flexibility

Lighting by Zumtobel allows Globus department store to save up to 30 % of energy



B1 | First impressions count: the soft, uniform light provided by the Tecton pool-light optic entices customers to enter the store.

The Globus chain of self-service department stores relies on top quality, not only when it comes to its products. The department stores' appearance is also subject to stringent criteria. The food hall of the Globus store in Saarbrücken, for instance, was recently refurbished completely. In the process, the old lighting system was upgraded, allowing to reduce total energy consumption by as much as 30 %. Where food products were previously illuminated from a height of three metres by 58 W continuous row luminaires and 36 W shelf luminaires, 1/49 W linear luminaires fitted with a high-quality shelf lighting optic (RSR optic) now provide brighter, more pleasant general lighting. Due to their modular design, advanced continuous row luminaires by Zumtobel demonstrate their comprehensive solution competence for lighting the store's huge range of products, which is partly subject to seasonal changes.

Following extensive renovation, the 14,000 square metre store now presents itself in a completely new light. To this end, both the lighting and the refrigeration system have been modernised, and a lower, more clearly laid-out shelf system and more customer-friendly fresh-product counters have been installed. Explains Markus Wahlen from the Globus construction department: „It took us a long time and a lot of work to implement the store design the way it is in place now. Eventually we were satisfied by the powerful combination of light ribbons providing uniform, brilliant general lighting, and spotlights creating individual effects. Thanks to Zumtobel, with whom we have collaborated for four years already, we were able to swiftly implement the lighting concept, in the familiar high quality.“ To do so, the Tecton continuous-row lighting system including various luminaires and optics was installed in the aisles, providing uniform, glare-free light for each area. The multifunctional trunking unit with its built-in 11-pole current conducting section allows to flexibly fit a variety of lighting modules, light sources and optics, and to replace them as required.

The Zumtobel linear luminaires, which are fitted with 1/49 W lamps, require only 12 watts per square metre. For shelf lighting, the Tecton

continuous-row lighting systems provides a high level of uniformity and vertical illuminance levels, ensuring that even from a height of three metres, the bottom shelves are lit in conformity with the relevant standard. Compared with the previous system, the lighting concept thereby saves up to 30 percent of energy.

When entering a store or supermarket, first impressions count. Therefore, those responsible at Globus opted for the so-called pool-light optic made of opal plastic to be used at the entrance to the food hall. This optic boasts particularly uniform, large-area luminance levels. In combination with softly rounded surfaces, the lighting helps people to find their way, guiding customers into the store. The linear luminaires installed in the aisles are supplemented by various spotlight systems. These help to highlight the products, adding a perfect touch to the high-end brand impression. Therefore, Proton spotlights fitted with 70 W HIT are used in the fruit and vegetable section. Owing to excellent colour rendition in the red region, the so-called shoplight is particularly suitable for illuminating these products. The strongly directional light it provides highlights the pallet goods on the retail islands to impressive effect. At the same time, the swivelling luminaire heads can be aligned flexibly whenever the product displays are rearranged.

At the newly designed cheese, cold meat and fish counters, recessed swivelling downlights have been installed to present the fresh goods to optimum effect. IR and UV-free lighting is provided by special reflectors and meat/cold meat filters, allowing the products to retain their natural colours and freshness. The upcoming renovation plans for other Globus stores, as well as the already renovated store in Zell an der Mosel using luminaires by Zumtobel, reflect the high level of customer satisfaction attained and attest to the quality of the lighting system installed.

Fact box:**Globus Warenhaus, GÜdingen/D**

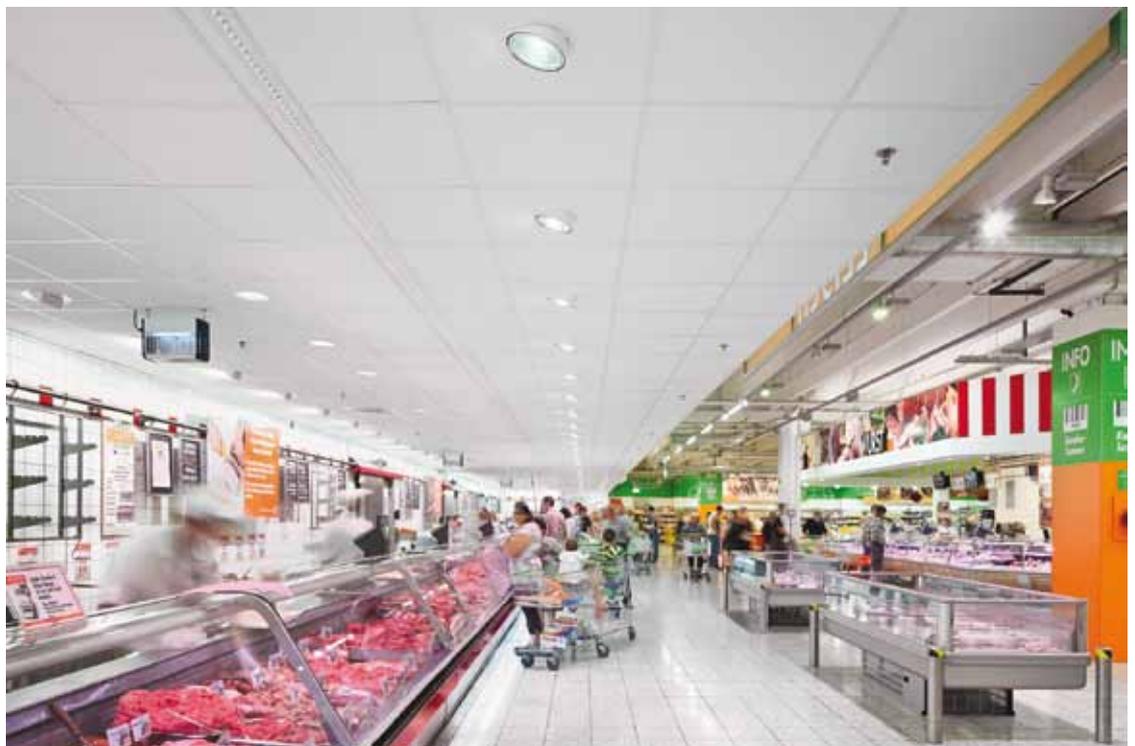
Client:	Globus SB-Warenhaus Holding GmbH & Co. KG, St. Wendel/D
Lighting design:	Globus construction department, St. Wendel/D
Electrical installations:	Wahlen & Schabbach, Weiskirchen/D
Lighting solution:	Zumtobel Tecton continuous-row lighting system, Scuba moisture-proof luminaires, Panos downlights



B2 | Up to three times a day, crunchy apples and luscious pineapples are delivered to the Globus department store in Saarbrücken: Proton spotlights installed in the Tecton continuous-row lighting system highlight the freshness of the products and provide focussed lighting of the retail islands.



B3 | At the cheese counter, which has an open glass panel, customers can make their choices close to the products. For that purpose, recessed and swivelling downlights present the numerous kinds of cheese to optimum effect.



B4 | Fitted with a special meat and cold meat filter, Zumtobel downlights ensure gentle illumination of the products.



B5 | Using a variety of lighting modules, light sources and optics, the modular Tecton continuous-row lighting system can be modified as required. Owing to its high flexibility, the lighting concept can respond perfectly to varying product presentations according to seasons.

More information:



Zumtobel GmbH
Kerstin Schitthelm, Dipl.-Ing.
PR Manager
Schweizer Straße 30
A - 6850 Dornbirn

Tel. +43 (0)5572 390 - 1484
Fax +43 (0)5572 390 - 91484
Mobil +43 (0)676 8920 3258
kerstin.schitthelm@zumtobel.com
www.zumtobel.com