

Press release
Dornbirn, April 2011

Economically efficient shelf lighting

LEDs help Systembolaget to consume up to 70 percent less energy



B1 | The shelf system is an intelligent, budget-friendly solution for the sophisticated illumination of high-quality goods in supermarkets.

To set the stage for the products on display, Systembolaget, Sweden's monopolist retailer of beverages containing more than 3.5 percent alcohol by volume, mainly relies on environmentally compatible and efficient solutions providing high lighting quality. Zumtobel managed to win this customer over with a new, easily installed LED shelf system. "We are very proud that we have gained the confidence of Expedit Retail Solutions AB and Systembolaget", says Patrik Frithiof, Sales Manager of Zumtobel Belysning. "Jointly with Systembolaget, we have managed to prove that our innovative technology creates energy-saving and economically efficient solutions, offering our customers an enhanced lighting experience." With the new LED shelf lighting system by Zumtobel, which has already been installed in many of the customer's more than 400 stores, some 70 percent less energy is consumed than with the former lighting solution; quite impressive, considering that Systembolaget had already used modern T5 luminaires.

The complete system by Zumtobel, which includes an LED module, converter, track and connectors, is mounted directly on the shelf by means of a special console, without using any tools. Featuring the light colour 4200 K, 24 V voltage and appropriate dimensions to fit into shelves 0.9 m long, the shelf system is an intelligent, budget-friendly solution for the sophisticated illumination of high-quality goods in supermarkets.

Significantly reduced energy consumption is combined with reduced thermal output by the light sources, meaning a reduced workload for the stores' air-conditioning systems, thus providing a double benefit for the environment. Moreover, LED lighting conveys an enhanced lighting experience and minimises any negative impact on light and heat-sensitive products such as wine, for example.

As specified by Systembolaget, the new shelf lighting system had to meet two key requirements: low maintenance effort and high ope-

rational reliability. Zumtobel's LED shelf lighting system does meet these requirements, is also extremely easy to install and boasts a long service life. The customer's investment in this lighting solution has amortised within a period of only two years. Calculations of costs and energy savings were assessed by independent experts commissioned by Systembolaget. Systembolaget's seven-year store fitting cycle

was used as a calculation basis. The concept by Zumtobel turned out to be the best in terms of cost and energy efficiency, combined with a perfect lighting experience and reduced maintenance costs. Owing to the long service life of the Zumtobel LED solution, estimated to be fourteen years, potential energy savings might even be twice as high.



B2 | With the new LED shelf lighting system by Zumtobel some 70 percent less energy is consumed than with the former lighting solution.



B3 | The shelf lighting system is mounted directly on the shelf without using any tools.

Fact box

Systembolaget AB/SE

Client:	EXPEDIT RETAIL SOLUTIONS AB, JÖNKÖPING/SE
End user:	Systembolaget AB/SE
Lighting design:	Zumtobel Belysning/SE
Electrical installations:	EXPEDIT RETAIL SOLUTIONS AB, JÖNKÖPING/SE
Lighting solution:	Zumtobel 7W LED shelf lighting system / special solution

More information:



Zumtobel GmbH
Nadja Frank
PR Manager
Schweizer Straße 30
A - 6850 Dornbirn

Tel. +43 (0)5572 390 - 1303
Fax +43 (0)5572 390 - 91303
nadja.frank@zumtobel.com
www.zumtobel.com