

SPAR STORE

Sustainable Retail Lighting Trends- Zumtobel Lights up the first SPAR store in Middle East.

Zumtobel the world authority in sustainable lighting has created lighting solutions for the first SPAR supermarkets in the Middle East. The opening of the first SPAR supermarket in the Middle East is part of the global expansion strategy of SPAR International. This first SPAR supermarket in Abu Dhabi has a sales area of 2,200m² and operates on one floor. It is located in the important Khalidiya business district behind the Prestige building. The SPAR supermarket offers a range of over 20,000 products to meet the needs of quality conscious customers and families. The key focus of the store is on freshness, quality, value and service.

Zumtobel's international network and experience together with the SPAR management have created the most innovative lighting solutions for the first SPAR market in the Middle East. It is notable that Zumtobel has signed a contract worth 50 million euros with the retail supermarket giant SPAR in the European regions. SPAR currently operates over 13,000 stores in 35 countries.

Today we consider presentation and selling a creative process in which we seek to deliberately set the stage setting and influence the customers' decision to enter a shop as well as their behavior and length of stay. The Zumtobel strategy to design the new SPAR solutions where based on the current trends in lighting along with SPAR's specific requirements.

Centre Stage Setting

Modern retail spaces are like a stage where products and brands are presented. People and architecture play a major role where lighting addresses people's emotions. Stimulating Desires through shop windows and facades are used as a stage for entertaining and passers-by and communicating messages.

Authenticity

The type of presentation must match the product. Customers will appreciate it if a product's appearance corresponds with its actual use. Today, to 'be authentic and honest' is required in many areas, even for presenting goods and brands. What is meant by authenticity here is noticeable congruence of content and intent.

Naturalness

As a counter movement to industrialization, people increasingly long for some family atmosphere, appreciating an ambience that addresses their cultural values and addresses their emotions and be inspired by the brand.

Sustainability

Sustainability remains a growing trend as it continues to gain more and more importance in terms of environmental, economic and social aspects.

The lighting solutions for SPAR demanded specific designs for various zones within the store. The fresh food departments are indeed exceptional with a wide choice of fruit, vegetables, delicacies, meat and fish products. A special feature of the store is a comprehensive range of food to go including European, Arabic and Indian cuisine. It therefore required specialist recommendations around the store especially for the meat, fish and bakery areas.

The sophisticated modular design of Tecton trunking system for the general areas offered a uniform and authentic presentation of the goods with a pleasant appearance around the shelf areas. The meat, fish and bakery zones were implemented with the Vivo semi recessed spotlights with varying color temperatures based on the nature of display items in each zone.

FD1000 S spotlights were used for the fresh food area that presented the goods with a natural and fresh appeal to the customers. The impulse purchase areas were implemented with COPA D luminaires that is known for its design with an excellent lighting quality and inviting for the customers. Mellow Light V gently lights the cash counter areas for the well being of the employees working long hours and a mellow, harmonious feeling for the customers as they exit the store.

The 'Humanergy Balance' philosophy of Zumtobel that focuses on creating lighting solutions for the well being of humans with energy efficiency complimented the values of SPAR of effectively addressing social, economic and environmental issues. SPAR's 'Strategy2Sustain' is a strong differentiator within the supermarket chains in the world. From building eco-friendly stores, 'Buy green Policy', 'Eco Purchasing Policy', for customers & 'Green Code of Conduct' for employees, SPAR's main pillars for 'Strategy2Sustain' revolve around people, products, community and climate. SPAR plans to plant several stores across the ME in the next two years with a keen eye on sustainable design and operations.

Zumtobel offers its customers expertise on lighting trends and technologies through its recently opened Light Centre in Dubai. This caters as a live platform to demonstrate lighting solutions across various application areas.

For more information on specialist lighting solutions contact marketing.mena@zumtobel.com

Captions:
(Photo credits: Zumtobel)

Caption 1: Creating a mellow light distribution with excellent lighting quality for the well being of employees and a pleasant exit for the customers.



Caption 2: Bakery areas emphasizing freshness of the bread, complimenting the aroma of the environment with very warm colour temperatures.



Caption 3: Meat areas with high colour rendering enhancing the impulse purchase appeal with very warm colour temperatures.



Caption 4: Fruit and vegetable areas displaying excellent quality of light with a cool colour temperature presenting naturalness of the fruits.



For more information, please contact:

Harry Moses
Marketing Manager
MENA Region

Zumtobel Lighting GmbH (Branch)
4B Street, Al Quoz Industrial Area
Dubai, United Arab Emirates
P.O.BOX: 54302

Tel. +971(0) 4 3404646
Fax +971(0) 4 3476957
E-mail harry.moses@zumtobel.com

me.zumtobel.com
www.zumtobel.com

About Zumtobel

Zumtobel is a leading international supplier of integral lighting solutions that enable people to experience the interplay of light and architecture. As a leader in innovation, the luminaire manufacturer provides a comprehensive range of high-quality luminaires and lighting management systems for the most varied application areas of professional interior lighting – including offices and educational facilities, presentation and retail, hotels and wellness, health and care, art and culture as well as industry and engineering. Zumtobel is a brand of Zumtobel AG with its head office in Dornbirn, Vorarlberg (Austria).

Zumtobel. The Light.