

## ***Special colors***

*Wide range of special color temperatures.*





# Light can deliver an amazing customer experience. And customer experience delivers revenues for your business.

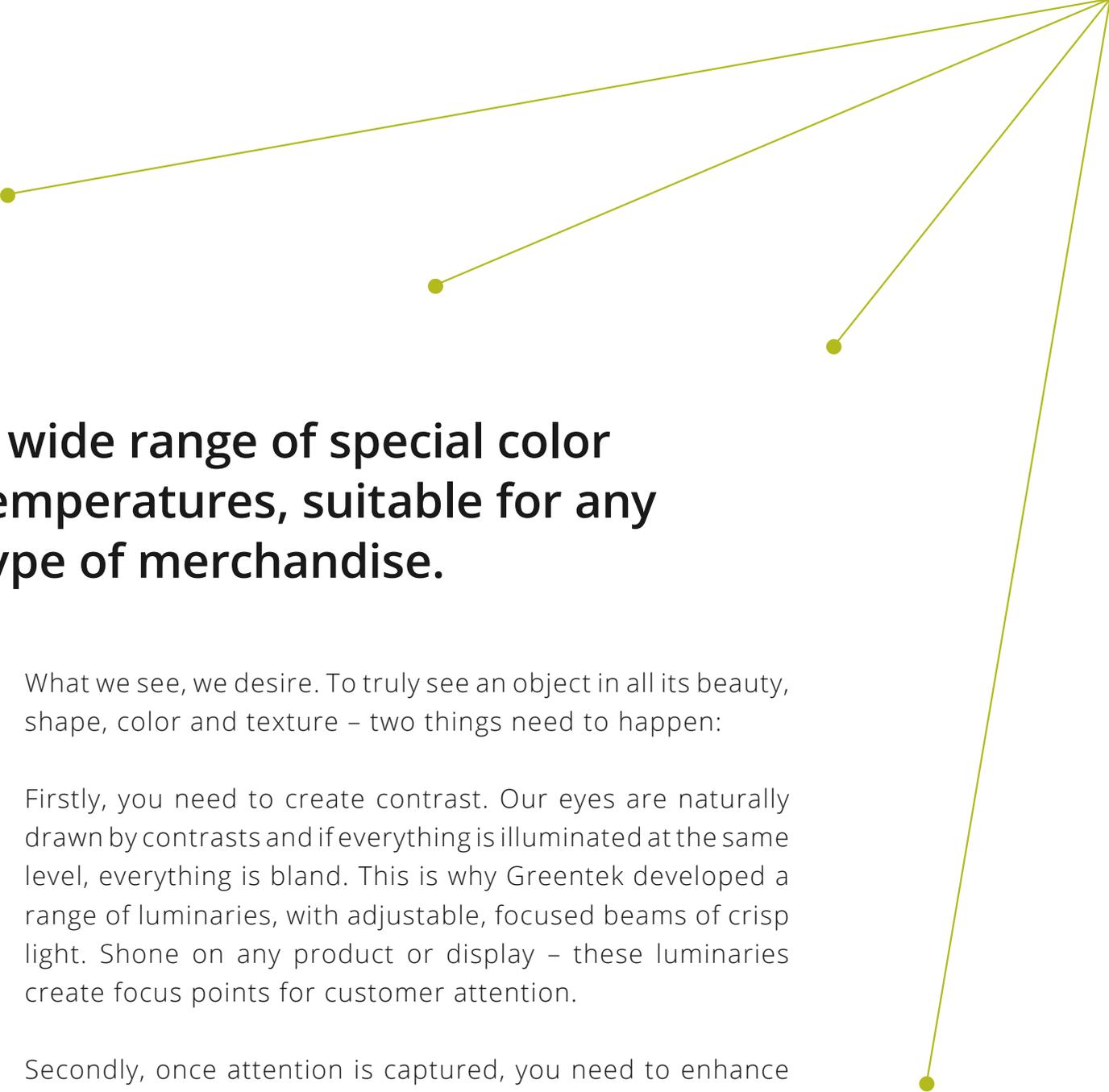
Every industry is a highly competitive industry. Nowadays, people have a lot of options on their hands for whatever need they want fulfilled, be it grocery shopping, getting a new wardrobe or sipping a latte. It's no wonder that the new competitive edge for any kind of business is now customer experience.

Yet, what makes customer experience great and increases purchase intent? Turns out, it's what people see, sense, smell, touch and hear. And seeing is perhaps the largest factor of all.

This is why lighting - be it in a shop or in a restaurant or in an art gallery is very important in making whatever is on display - fresh, colorful and wonderfully attractive.

**Greentek offers a wide range of LED luminaries that ultimately will:**

- Influence buying behavior
- Enhance the value perception of both merchandise and store brand
- Improve customer experience
- Increase revenue and productivity



## A wide range of special color temperatures, suitable for any type of merchandise.

What we see, we desire. To truly see an object in all its beauty, shape, color and texture – two things need to happen:

Firstly, you need to create contrast. Our eyes are naturally drawn by contrasts and if everything is illuminated at the same level, everything is bland. This is why Greentek developed a range of luminaries, with adjustable, focused beams of crisp light. Shone on any product or display – these luminaries create focus points for customer attention.

Secondly, once attention is captured, you need to enhance the color of the specific product, make it look bright, juicy, appealing. Make the customer want to touch, feel, taste or try on. This is how you get more purchases and increased average basket sizes. All Greentek accent luminaires come in several special colors temperatures with very high rendering index (CRI>90). They help deliver rich, vibrant colors without fading or discoloring your featured merchandise.



CRI is a measure of the ability of a light source to reproduce the colors faithfully in comparison with a natural light source. It measures color consistency. The higher the CRI, the better the color rendering. A maximum CRI is 100.

# ***Food and non-food retail***

*special colors*



Colors available:  
**FSM, FZM, FSH, BVF, FBS, AGI 3000/3500**

## Fresh Meat

The correct illumination of meat products is a complex combination of many factors. Meat needs to look fresh and appealing and at the same time, it must be displayed in a way that cannot mislead customers about its condition. Many studies show that meat produce and charcuterie is one of the main criteria for choosing a store. Therefore, showing meat at its best, becomes a key driver for revenue.

**FSM** is a special light designed to enhance the redness and thus the freshness of meat products. It also accentuates the white of marbled meat, raising the contrast between red and white.



## Frozen Meat

Frozen meat is difficult to showcase properly as ice crystals dull the redness of the meat, rendering it pale pink or blotchy. This is why frozen meat needs a special color - **FZM** - that brings out the red and pink hues even if the meat is packed in protective transparent film. Thus, an impression of freshness is preserved, helping customers choose faster and feel better about their purchase.



FSH

## *Fish & Seafood*

For the fish display, light sources with good color rendering are necessary in order to bring out the appetizing redness of the flesh and the cool sheen of the skin. Fish, when displayed under cold white light with a special color temperature (**FSH**), looks as fresh as if it was just caught.



BVF

## Fruit & Vegetables

AGI

**BVF** is a warm yellow special light designed to enhance the natural shades of fruit, vegetables and cheese.

The fruit and vegetables section is one of the most colorful areas of a store - with red apples, yellow lemons and green lettuce. A warm and brilliant light brings out the rich colors and textures of the products. Fruit and vegetables are shown in their natural, intense state, shiny and fresh.

Of course, for fruit and vegetables **AGI** light might be used.



BVF

## Cheese

To display cheese at its best, enhancing the yellow shade helps attract customer attention, stimulates their appetite (since yellow is mentally associated with high fat content) and encourage them to buy. And we all know that what pleases the eye, heightens the desire.



FBS

## **Bakery & Pastries**

**FBS** is a special color temperature light designed to enhance the yellow shades of bakery products and pastries. Under the **FBS** light, the brown-yellow shades will look particularly appealing and crisp as if just taken out of the oven.

The visual presentation together with the freshly-baked aroma, is irresistible.



## Wine

For wines, **FBS** enhances the yellow and rose hues, raising the perceptual value of the product. This increase in perceptual value makes customers more likely to buy, since the relative pain of the price is diminished.

Another added benefits of this type of light is that of very low UV emissions (0-0.035%) which guarantees that the contents of the bottles will not be spoiled due to photo-degradation.



## AGI

### *Flowers & Colorful items*

**3000**  
**3500**

Taking a step further than the traditional color rendering index (CRI) – which is by definition limited to 8 colors, Greentek developed **AGI**, a type of color that comes much closer to how people perceive colors.

GAI is a measure of hue saturation or chroma – therefore it it's a better indicator of how the human eye perceives the world. This doesn't mean that we abandoned CRI but we enhanced this index with a second one – GAI. So while CRI measures color consistency across a spectrum, **AGI** measures hue saturation. Combined, we are able to exactly match how people truly see colors.

For flowers, which abound in warm hues - **AGI3000** or **AGI3500** are recommended. **AGI3000** is appropriate for warm-hue color points and **AGI3500** is recommend for all types of colors.



AGI

## Confectionery

3500

The confectionery area is another segment that benefits from the hue enhancing properties of the **AGI3500** light. Confectioneries have bright, colorful packaging or if transparently packed, the icing stands out. **AGI3500** strengthens the warm hues making them incredibly appealing.





# Tobacco

Finally for the tobacco area, **FBS** is a suitable light as it brings out the warm, earthy, muted hues of dried tobacco leaves.



Without special color

# ***Fashion & Cosmetics***

*special colors*



Colors available:  
**FAS, AGI3500**

FAS

## Fashion

In the retail sector, light is a decisive factor in helping customers browse, choose, buy and afterwards, remember fondly the shopping experience. They may not be able to explain what it was that enchanted them, but we know: it's the light. Because in retail, the way you showcase items, the visual part of the experience, is one of the most important things.

For white and black high-end clothing Greentek developed **FAS**. **FAS** has a very high color rendering index (95) which makes it suitable to render the true texture and shade of every piece of fabric. It also has zero UV emissions, a huge advantage in the fashion business, since the lack of UV rays prevents discoloration and fading.

AGI

## AGI3500

3500

For colorful clothing, **AGI3500** is the right special color. It has a CRI of 92 and very high hue saturation (GAI>80), thus it highlights all the nuances of a spring collection, a high-street store or a brand focusing of colorful prints. **AGI** can also be used for cosmetics and hair products, as it pops out the colorful bottles or the nail polish shades.



# **Art & Exhibitions**

*special colors*

Colors available:  
**ART, AGI3000/3500/4000**



## ART

# Art & Exhibitions

This LED module offers the high quality of light required for displaying high value exhibits. **ART** enables colors and textures, while staying true to the original shades, form and concept, with excellent color rendering. It is the result of years of research in the field of art lighting.



## AGI

# AGI3000, AGI3500 & AGI4000

- 3000
- 3500
- 4000

Depending on the exhibition type, **AGI** is again a wonderful color to use. For exhibitions that abound in cool tones - earthy, green or blue shades - for example for contemporary photography or sculpture, **AGI4000** is recommended. For exhibits that are warmer in color or multicolored (think Mondrian, Matisse or Kandinsky), **AGI3000** or **AGI3500** are very suitable.

# ***Hospitality***

*special colors*



Colors available:  
**AMB2200**



AMB

## ***Ambiance (AMB2200)***

Restaurants, bars and hotels are timeless spaces that require special lighting in order to create a comfortable and enjoyable atmosphere.

Ambiance (**AMB2200**) offers a warm glow which has a positive influence on the guests' wellbeing. It's been proven that a pleasant atmosphere has a positive effect over how guests rate the food, the drinks or the design of the place. Thus, they are incentivized to stay, spend more and enjoy the event more.

*"Light makes ambience and the feel of a place  
as well as the expression of a structure"*

**Le Corbusier**

## **Bespoke services for an amazing customer experience.**

Greentek doesn't just sell luminaires. We believe that a luminaire is just a small part of the impact illuminance might have on a business. Thus, we developed end-to-end services, with a high focus on light design and light concept design. These are typically, the two areas that bear the greatest weight in the project result quality.

We have an experienced in-house team of light designers and light concept developers. For complex market applications we can help you develop custom-made luminaires to match your retail design. We offer a wide range of high quality luminaires that play an essential role in setting up the atmosphere. The wide variety of beam angles suits each specific area – it enhances the shelving in the main sales area and the fresh food aisles, creating a charming contrast with the passageways.

Also, based on your layout plan, we design how the light is shone, how and what and where special temperature luminaires should be placed for optimum display. All this taking into account thermal, optical, electrical and regulatory challenges experienced in each market application.

Our team uses special tools such as thermal and optical software simulations, prototype testing in our state-of-the art laboratory (thermal, mechanical, electrical and optical testing) and market feedback to ensure design accuracy and optimization.

**We'd be glad to help your business become naturally remarkable!**



## About Class A Light - AGI

Typically, AGI comes in 3 options:



**Class A 3000 K (CRI93)** – Outstanding warm hue color point



**Class A 3500 K (CRI93)** – Outstanding all-purpose color point



**Class A 4000 K (CRI93)** – Outstanding cooler hues color point

### Why should you choose AGI for your store?

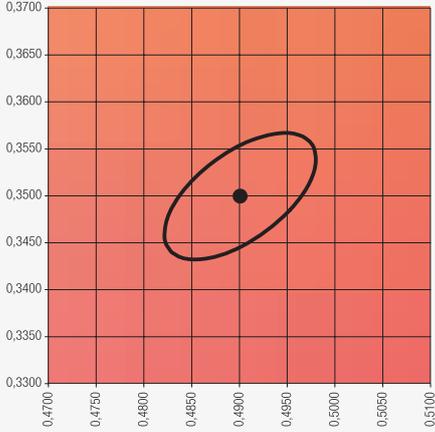
While we provide all the services for light projects – from light design to light concept, it's impossible to know from the start how retailers will move merchandise around. Some places are designed for vegetables at the start and later, the retailer changes the layout of the shelves to suit another category management priority. Normally, Greentek would suggest also moving the luminaires accordingly to avoid bread illumination with vegetable-suitable lighting.

By using AGI luminaires, suitable for a much wider array of hues, you have the freedom to move merchandise around as much as you like. AGI luminaires are fit for all merchandise colors – thus you don't need to change, shift or replace luminaires according to the store layout. And this ability saves up time and most importantly, money.

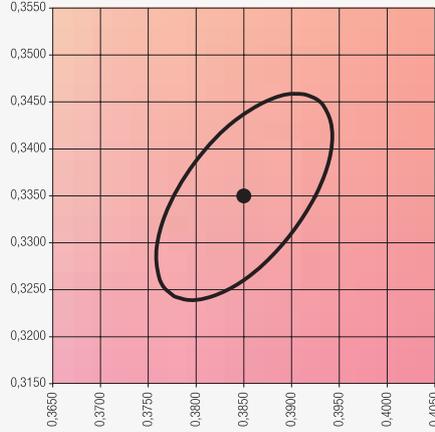
# Coordinates & Tolerances

*special colors*

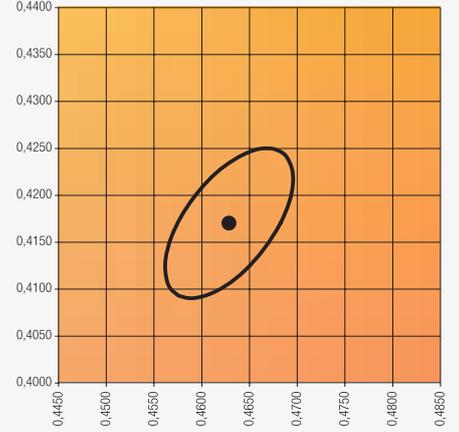
FSM - MacAdam ellipse: 3SDCM



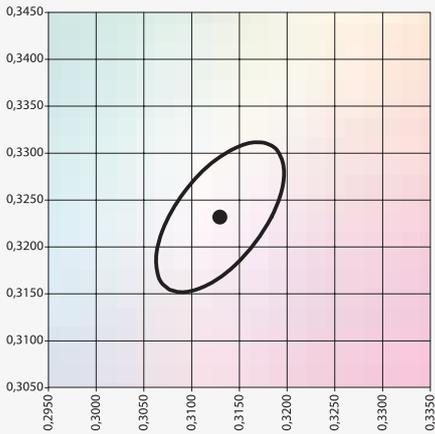
FZM - MacAdam ellipse: 4SDCM



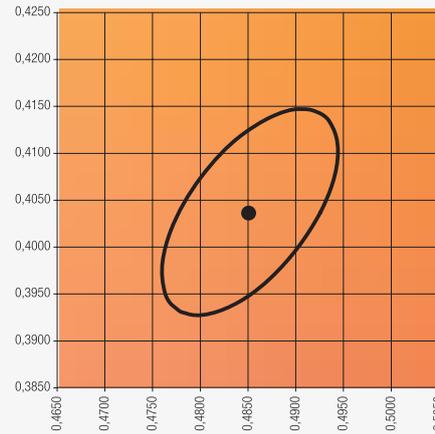
BVF - MacAdam ellipse: 3SDCM



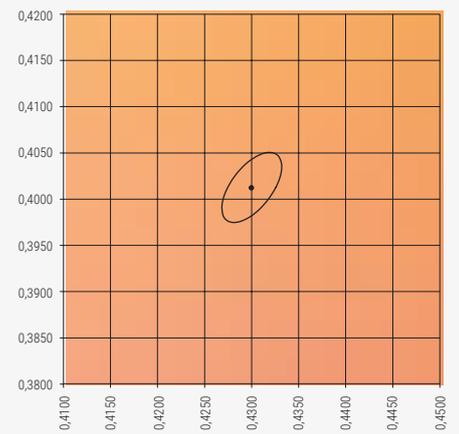
FSH - MacAdam ellipse: 3SDCM



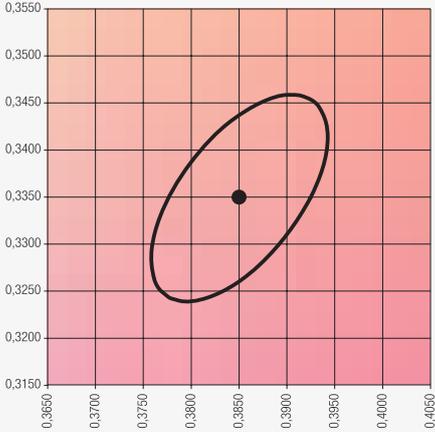
FBS - MacAdam ellipse: 4SDCM



ART - MacAdam ellipse: 3SDCM



FAS - MacAdam ellipse: 2SDCM



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LIGHTING



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