

SAINSBURY'S

CASE STUDY

LED Refrigerated Display Lighting



Sainsbury's





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FAST FACTS

SNAPSHOT: 1100 supermarkets & convenience stores in the UK

PROJECT: LED lighting for all frozen, medium-temperature and serveover refrigerated displays

PRODUCTS: Alto Perfino (multidecks), Alto Vivace (speciality), Porto (freezer door), Mezzo (freezer undercabinet)

Since 2012, Nualight has been the exclusive Sainsbury's partner for a significant LED lighting programme in refrigerated cases across all new and refurbished stores.

Nualight's LED lighting solution – including cutting-edge lighting technologies Vivace and Perfino – features in low-temperature, medium-temperature and speciality cases in all new and refurbished Sainsbury's stores. As well as enhancing the merchandising impact of the food displays, Nualight's lighting supports the Sainsbury's 20 by 20 Sustainability Plan which includes a target to reduce operational carbon emissions by 30% by 2020. Nualight LED lighting reduces lighting-related energy consumption for Sainsbury's by 70% in low-temperature cases and 40% in medium-temperature cases. Nualight LED lighting is also maintenance-free with a guaranteed lifetime of 50,000 hours, further enhancing its sustainability and cost-saving credentials.





The Vivace® Colour Difference

Nualight specialises in premium colour rendering for fresh food. Here's how our Vivace technology brings out the exceptional quality of meat, cheese and other fresh food in Sainsbury's displays.

Typical LED



Red/White



Vivace Technology



CRI	80	90	95
R9	25	70	90
<p>Dull unappealing colours, particularly at the red end of the spectrum.</p> <p>Rich reds, but red hue is cast over white meats also.</p> <p>Superb colour vibrancy all the way across the spectrum, using a pure white light that does not add a hue.</p>			

Fresh food is at the heart of what we do. The quality and value of our food, combined with our strong ethical standards and supplier relationships, differentiate us from other supermarkets and help our customers to Live Well For Less.

www.sainsburys.com

"Nualight's lighting was selected not only for its energy-efficiency but for its exceptional lighting performance. Lighting is used strategically to create the unique Sainsbury's store ambience and bring out the best qualities in the food on display in our stores. Nualight worked closely with our lighting team throughout the pilot phase, identifying and resolving challenges to create the best possible merchandising impact in each application."

Harold Allen, Head of Lighting, Sainsbury's



Nualight Innovation for Sainsbury's

Alto Perfino

Ultra-smooth lighting with crisp accentuation and minimal glare from reflective packaging.

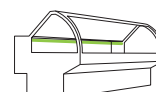


**34%
ENERGY
SAVINGS**



Alto Vivace®

Premium colour rendering for meat, cheese, salads and other fresh food displays.

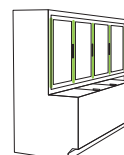


**40%
ENERGY
SAVINGS**



Porto 600

Rapid payback with exceptional brightness and uniformity of lighting in freezer displays.



**70%
ENERGY
SAVINGS**



