

Case Study

International supermarket chain light up with LED and close the chiller doors on rising energy costs and carbon emissions

FAST FACTS

- Product displays which sparkle
- Vibrant colourful display of packaging
- 50% energy reduction with DoubleCOOL/Nualight solution
- Increased sales post retrofit





Working together, Nualight, Cool Solutions and DoubleCOOL have achieved vibrant chilled product displays for PennyMarkt. PennyMarkt is an international discount supermarket chain based in Germany, which operates 3,550 stores. Owned by the Rewe Group PennyMarkt are following in the footsteps of many European retail chains by closing their open-front refrigeration equipment with retrofit doors, in a bid to save energy and cut carbon emissions.

DoubleCOOL, designs, produces, distributes and installs frameless acrylic doors for refrigerated cabinets. They have been working closely with PennyMarkt to help them meet their energy saving targets. DoubleCOOL's solutions have found worldwide recognition for saving up to 50% on energy in supermarkets. DoubleCOOL reached out to the independent retail and refrigeration consultants; Cool Solutions Ireland, who recommended the Orion range from Nualight, due to its industry leading efficacies.

Anthony Giles, Cool Solutions Director details,

“Previously, PennyMarkt had fluorescent canopy lighting installed in their open-front multideck chillers.”

“As everyone knows, retrofitting doors to your open-front cases achieves significant energy savings.”



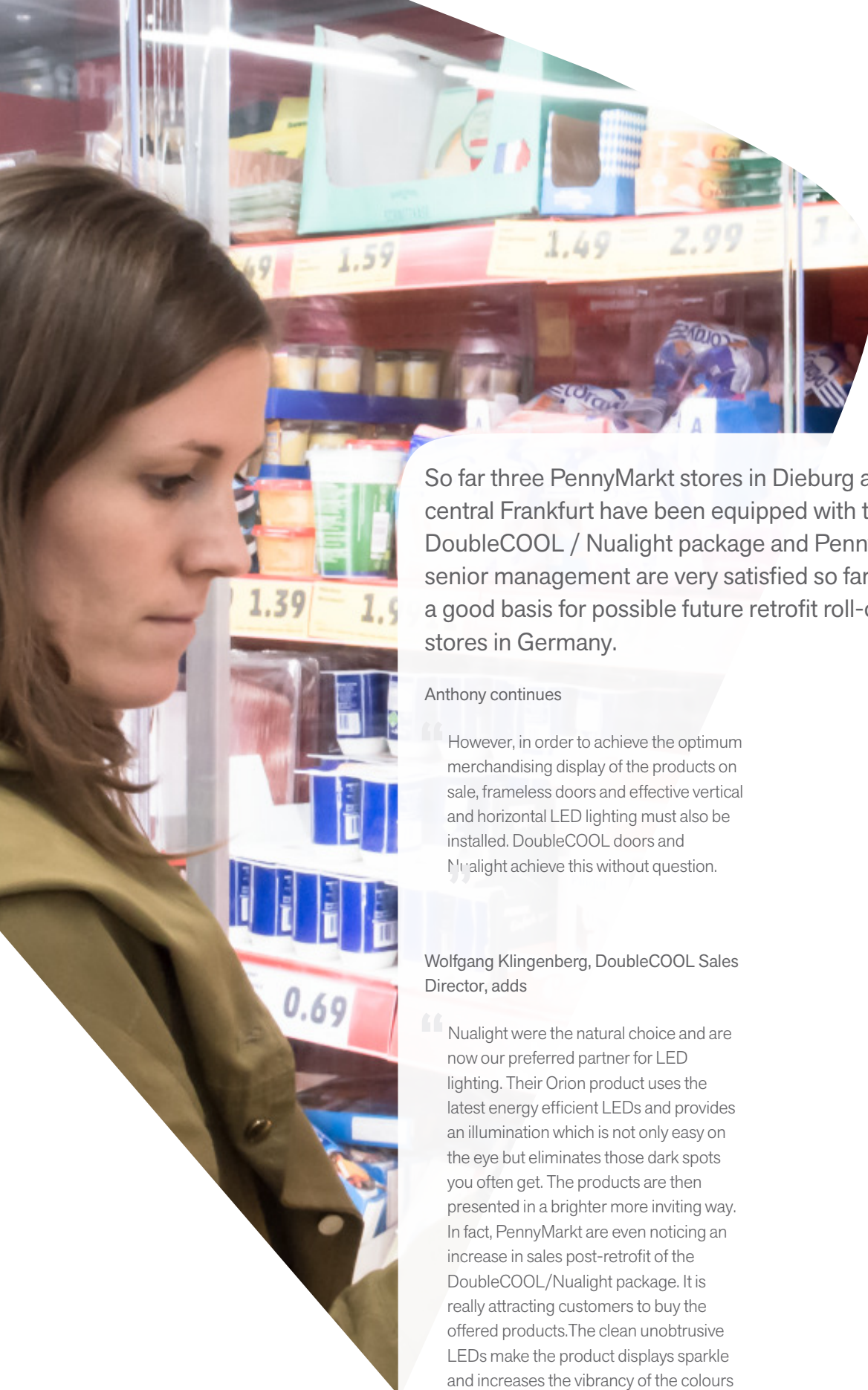
Vibrant colourful display of packaging



50% energy reduction with DoubleCOOL/Nualight solution



Increased sales post retrofit



So far three PennyMarkt stores in Dieburg and central Frankfurt have been equipped with the DoubleCOOL / Nualight package and PennyMarkt senior management are very satisfied so far. This is a good basis for possible future retrofit roll-outs of stores in Germany.

Anthony continues

However, in order to achieve the optimum merchandising display of the products on sale, frameless doors and effective vertical and horizontal LED lighting must also be installed. DoubleCOOL doors and Nualight achieve this without question.

Wolfgang Klingenberg, DoubleCOOL Sales Director, adds

“Nualight were the natural choice and are now our preferred partner for LED lighting. Their Orion product uses the latest energy efficient LEDs and provides an illumination which is not only easy on the eye but eliminates those dark spots you often get. The products are then presented in a brighter more inviting way. In fact, PennyMarkt are even noticing an increase in sales post-retrofit of the DoubleCOOL/Nualight package. It is really attracting customers to buy the offered products. The clean unobtrusive LEDs make the product displays sparkle and increases the vibrancy of the colours on the product packaging.”

ALL SALES ENQUIRIES

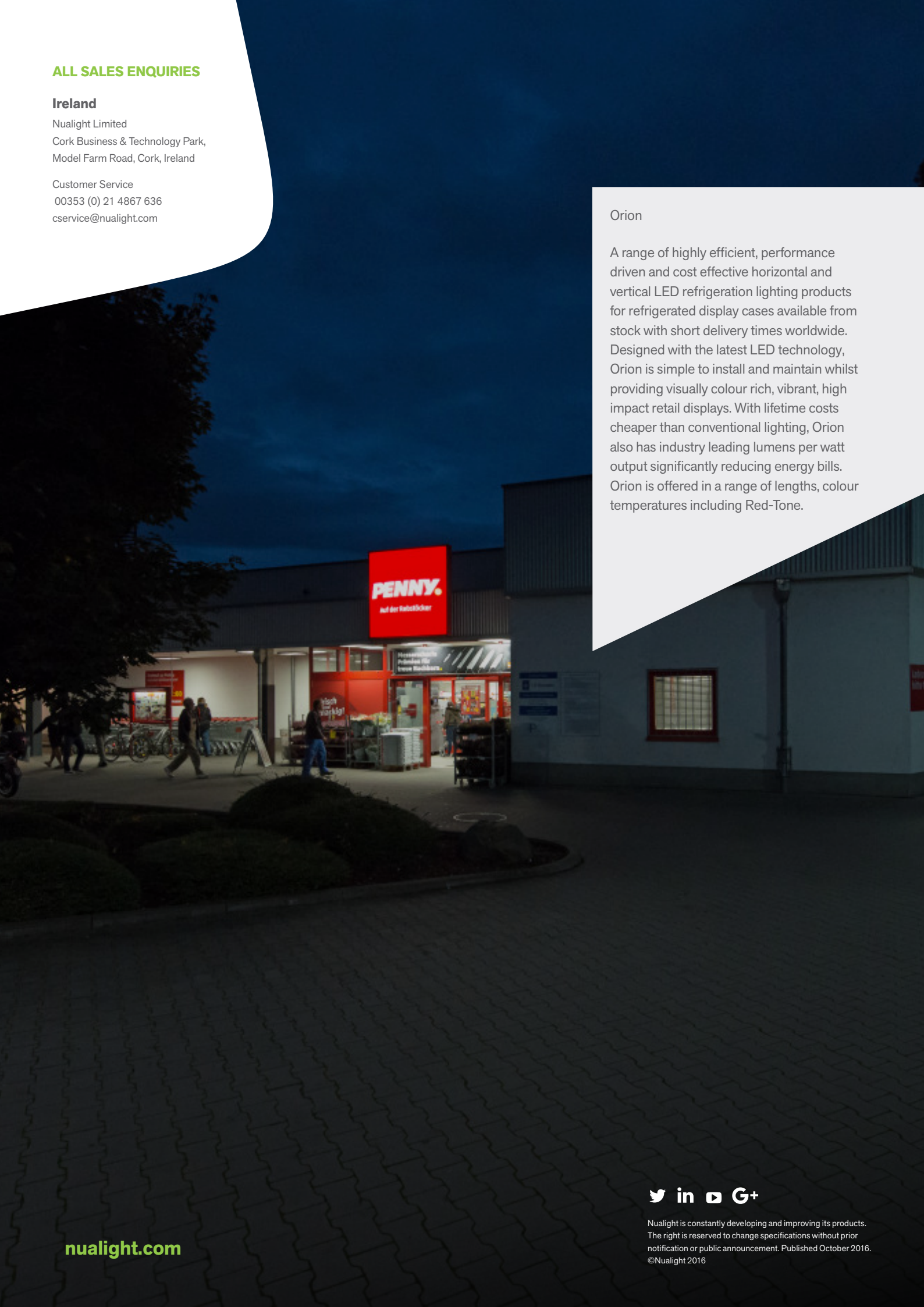
Ireland

Nualight Limited
Cork Business & Technology Park,
Model Farm Road, Cork, Ireland

Customer Service
00353 (0) 21 4867 636
cservice@nualight.com

Orion

A range of highly efficient, performance driven and cost effective horizontal and vertical LED refrigeration lighting products for refrigerated display cases available from stock with short delivery times worldwide. Designed with the latest LED technology, Orion is simple to install and maintain whilst providing visually colour rich, vibrant, high impact retail displays. With lifetime costs cheaper than conventional lighting, Orion also has industry leading lumens per watt output significantly reducing energy bills. Orion is offered in a range of lengths, colour temperatures including Red-Tone.



Nualight is constantly developing and improving its products. The right is reserved to change specifications without prior notification or public announcement. Published October 2016. ©Nualight 2016