



Shopping

GE Solutions for Retail Lighting



GE
Lighting



Lighting to Inspire Sales

Lighting for retail applications must first and foremost show off the merchandise and the brand to the best effect, while also creating a pleasant and comfortable environment for customers. Whether it is food, clothing or jewellery, the product in question must be made to stand out, using the widest range of dramatic display lighting techniques.

However at the same time there is a clear requirement for retail installations to balance aesthetics with improved efficiencies and reduced maintenance.

The good news is that it is wholly possible to achieve a superb quality of light along with significant energy and therefore financial savings with the latest GE Lighting innovations.

GE Lighting has developed an extensive range of lighting solutions specifically for retail environments offering steady colour temperatures, excellent colour rendering, energy savings and longer service life.



Infusion™ LED Modules

Modular lighting systems that future proof your scheme

Infusion™ LED modules allows merchandisers and lighting designers to create dramatic, attention-grabbing retail displays by selecting from a full range of light output and colour temperature options. GE Infusion™ LED modules are designed to open up new possibilities when it comes to for the use of long-lasting, controllable lighting that helps to lower maintenance costs.

GE Infusion™ LED modules offer an alternative option for track-lighting, recessed down-lighting, and many other types of luminaire applications: **retail** (fashion, supermarkets), **museum/gallery, common areas** (hotel lobbies, airport lounges), **offices** (conference rooms, lecture halls) and **restaurants** (seating areas, bar lounges)

- Upgradeable, replaceable, easily connectable with a simple twist fitting
- Dimmable to 10% via DALI, DMX, 1-10V and phase dimming protocols
- 1100, 1500, 2000 and 3000 lumen versions, all in the same module size
- Available in a range of colour temperatures: 2700K, 3000K, 4000K
- Ultra version with 930 colour and 2-step MacAdam colour consistency
- A range of high quality optics available as accessories
- Reliability guaranteed with testing to LM-79 and LM-80



1st generation Infusion™ LED module

2nd generation Infusion™ LED module



Tetra® AL10

Enhances retail shelf displays and maximises selling opportunities

The new Tetra® AL10 LED linear system presents fashion, cosmetics and other retail shelf displays in the best possible light. Providing an industry-leading CRI of 93 and excellent energy efficiency levels of up to 47 LPW.

The versatility of the Tetra AL10 range makes it suitable for all types of **retail lighting** including **under shelf**, **under cabinet**, **cove**, **accent** and **task lighting**.

- Slimline and low weight for easy and discrete installation
- Exceptional CRI of 93 for brilliant, colourful displays
- Warm or neutral CCT to suit selling environment
- 60°, 90° and 120° clear/soft optics for optimal illuminance
- Only 15W per metre system consumption
- 50,000 hours lifetime and ongoing performance
- Significant maintenance cost reduction





CMH Ultra SuperMini and MR16

Present colours in their best light for maximum sales impact

GE Lighting's ConstantColor™ CMH Ultra lamps have been specifically developed for retail applications to deliver the richness and accuracy of colour required across retail environments such as fashion, cosmetics and furnishings.

ConstantColor™ illuminates merchandise to the best possible effect for an outstanding in-store experience that attracts customers and helps improve sales performance. These low watt CMH lamps offer a reliable upgrade path for almost any merchandise display area.

Applications areas include **retail** and **accent lighting, general retail display lighting**.

- Product lifetime up to 15,000 hours
- More useable light over lifetime to decrease maintenance cost
- Enhanced CRI for a vivid colour range (930)
- Extended service life and relamp cycles
- Retrofit with existing systems
- 35W GU6.5, GX10





CMH Ultra G8.5 and G12

Eye-catching attractive retail displays, ultimate choice for extra performance

GE Lighting's CMH Ultra G8.5 and G12 new generation lamps provide a life of 15,000 hours – the longest in the market – and over four times the efficiency of halogen lamps.

In retail environment colour of light is as important as the quantity of light, and is everything to a successful store. Customers are attracted by seeing goods in their true colours and by environments that create an ambience appropriate to the retail brand. GE CMH Ultra lamps provide superior colour rendering and consistent colour uniformity. Stunning 930 colour light output brings reds, yellows and browns vividly to life. And with minimal lamp-to-lamp colour variation, you can be sure of consistency throughout the store.

Applications areas include **retail** and **accent lighting, general retail display lighting**.

- 35W and 70W 3000K CMH lamps in G12 and G8.5 formats
- Excellent CRI performance
- Superior lumen maintenance with increased light output
- Up to 33% more lumen output at end of life for brighter stores
- 930 colour gives a true representation of all colours in the spectrum and right ambience
- Can be used in any existing CMH 35W or 70W G12 or G8.5 systems





IMMERSION® LED Refrigerated Display Lighting

Changing the way people look at refrigerated cabinets

Standard fluorescent lighting will flood a display case with broad and diffuse light which can create shadows, light spillage and glare. GE Lighting's RDL LED systems offer a high performing alternative using state-of-the-art optical design, distributing light evenly on the shelves and throughout the case. Cabinets achieve higher average illuminance maximising visual impact.

GE Lighting's award winning RDL LED system is an ideal solution for **supermarkets**, **convenience/grocery stores** and **petrol stations**.

- Unique optic design for brighter, uniform lighting across package facings
- Multiple colour temperatures to create the perfect look for every refrigerated area
- A wide range of vertical and horizontal lightbar sizes that fit into a variety of freezers and chillers
- Achieves significant energy savings and less CO₂ emissions
- 50,000 hours lifetime and ongoing performance to reduce maintenance cycles
- No material waste, significant maintenance costs reduction
- No IR or UV emissions, so optimal selling environment for food merchandise





Power Grid

High performance architectural LED solutions

The new Tetra® Powergrid LED system meets customer demands for a way to simplify and speed up the installation of energy efficient, high brightness LEDs in large-scale back lighting applications, such as walls, ceiling or cabinets. The system features easy to handle interlinking modules – an industry first and a design that is available exclusively from GE Lighting.

The Tetra Powergrid LED system is an ideal solution for applications such as backlighting walls, ceilings and under cabinets.

- 6 LEDs per module, strip set up
- Robust and overmolded design
- 50,000 hour lifetime
- 120° large viewing angle
- 2700, 3000, 3500, 4000, 5000 and 6500K CCT
- Up to 64% more efficient than fluorescent
- No lead, mercury or glass





Tetra[®] Contour

An ideal balance between aesthetics and performance

The Tetra[®] Contour LED Lighting System now offers an expanded colour palette offering more creative options for OEMs, lighting designers and specifiers with the range including six White options, Red, Blue and Green LEDs.

The range also offers energy saving benefits when compared to traditional neon lights of up to 40%, giving the right balance between aesthetics and performance.

The wide range of colours allows specifiers across a wide range of application to select to replace high-voltage neon systems with a low-voltage, long-life LED Lighting System that creates a highly visual and attractive lighting scheme.

Applications: **border lighting, interior art, cove accent lighting**

- High efficiency
- 2700, 3000, 3500, 4000, 5000 and 6500K CCT
- Red, green, blue colours
- Entirely flexible light engine
- Robust & overmolded design
- Extra large viewing angle: 330° with light guide
- 50,000 hour lifetime and ongoing performance
- IP66 rated system when light engine is combined with its light guide
- No lead, mercury or glass, eco-friendly





LED Display Case Lighting System

Bring more sparkle to your merchandise

The LED Display Case Lighting System from GE uses multiple point sources of light to increase uniformity, and make merchandise sparkle outstandingly – ensuring display cases stand out from ambient lighting in store.

Moreover, it dramatically reduces operating costs, delivering great energy savings versus existing halogen-based technologies. The reflector design of the LED Display Case system focuses peak light to the center of the case and radiates light out across the case to create a brighter and more uniform look throughout.

Applications: **jewellers, department stores, museums.**

- Unique reflector optics create a high level of uniform light
- Directional LED light sources for reduced spill light, giving high application efficacy
- Highly efficient LEDs allow huge energy saving compared to low voltage halogen lamps
- Perfect colour temperatures to show off valuable items
- 50,000 hour lifetime over 10 years of reliable performance in retail environment





Energy Smart® GLS LED

The evolution of light

The new GE Energy Smart® GLS LED lamp provides a soft white light (3,000K) and a 77% energy saving when compared with a 40-watt incandescent lamp. Based on 3 hours of use per day, the GE Energy Smart GLS is rated to last over 22 years and features instant full brightness like incandescent and halogen lamps.

The GE Energy Smart® 9-watt LED has a unique fin-like design, allowing it to direct light downward on the intended surface and all around, not just out the top of the lampshade. The fins surrounding the bulb help to keep it cool by drawing out heat, which also keeps the bulb's surface cooler to the touch

Applications: **restaurants, hotels, casinos, home, offices and meeting rooms.**

- 9W LED lamp replaces a standard 40W incandescent lamp
- Multi-directional light output
- 450 lumens
- Clean, bright 3000K colour
- 25,000 hour rated life
- Instant on
- No mercury
- RoHS compliant





Décor LEDs

Familiar shapes with sparkling light

GE Lighting's LED Décor range delivers incandescent-like sparkling and diffuse light effects, making them ideal for general and decorative lighting in the home or hospitality applications.

Applications: **residential lighting, bars and restaurants, receptions and lobbies, conference rooms, hallways.**

- 2 & 2.5 W range
- Up to 80 lumen
- Up to 17,000 hours life
- Robust design
- Instant light – unlike compact fluorescent
- Same size as incandescent or halogen equivalents





LED Reflectors

Reflect on significant energy savings

GE Lighting's LED reflector lamps bring energy savings to a variety of track and down lighting applications when compared to traditional lamps. The long life and high efficiency of the reflector family make them an ideal solution for general lighting and hard to reach lighting fixtures. All lamps maintain a high standard of colour quality and do not compromise on light output.

Applications: **retail, cafes, bars, residential lighting, hotels.**

- Long life up to 25,000 hours (L70)
- Excellent colour reproduction CRI > 80
- Same size and cap types as halogen equivalents
- Shock and vibration resistant
- No mercury
- Equivalent light output to existing incandescent and halogen products





Vio Downlight Solutions

Stunning sustainable interiors

GE Lighting's award winning Vio™ LED technology offers superb quality of light and unprecedented colour stability throughout life. It also offers a wide viewing angle with excellent colour uniformity across the field of view. GE Lighting has now developed this technology into a range of modular downlight solutions.

Applications: **directional lighting** (recessed downlights, track lights, pendants, display & accent lighting)
landscape lighting (architectural lighting, general illumination)

- 3.6 W and 7.2 W versions
- Runs from 350 mA constant current DC supply
- Dimensions smaller than MR16 lamp
- Vio™ quality and stability of light
- 50,000 hour lifetime
- High colour rendering index > 80
- Faceted reflector
- Uniform remote phosphor light source





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