

Light only where needed and customised spaces: Imoon revolutionises in-store lighting

Milan, October 6, 2020

A solution for every need

In a particularly competitive industry like Food Retail, in-store sales are increasingly subjected to the qualitative dimension of space, from entrance to check-out. Therefore, in order to maximise their sales point profitability, retailers are called to rely on specialists who are able to create welcoming environments on one hand, while guaranteeing superior product **readability** and **appeal** on the other, thus favouring an increase in sales. To this regard, the lighting design by **Imoon** – *leading player in the international market for commercial lighting in Food & Fashion Retail* – enables to enhance both the **assortment** of products **on display** on **aisles** (which cover 50-80% of the surface of a supermarket) and the **check-out area**, a high-visibility zone, also thanks to customised solutions from its brand **Makris**.

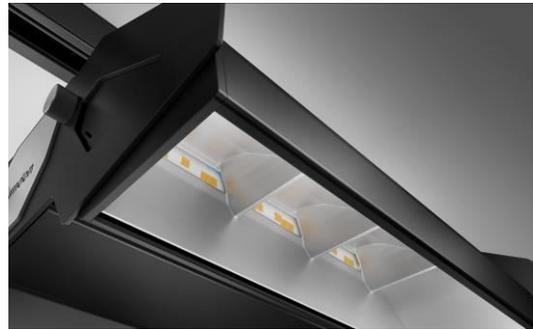
Versatility flies with **Cyberwing**



Accent lighting **Cyberwing** aims to create attraction points to orient consumer attention towards products displayed on shelves or aisles. The structure of **Cyberwing** is designed to perfectly adapt to any layout type: thanks to a +10°-10° rotation range for separate adjustment of side lighting clusters, the luminaire can be

adapted to aisle height and length variability as well as to different shelving sizes. The three-dimensional nature of goods thus becomes the true protagonist of the scene in virtue of a contrast between light and dark made possible by a considerable optical reflecting power, which may reach luminosity levels higher than 1000 lx on top shelves. The high efficiency and light emission also translate into more distance between luminaires, which may be up to 3.5 metres apart; this favours a reduction in the overall number of fixtures and a positive impact in terms of energy savings.

Additionally, the shape of reflectors designed by **Imoon's** team of lighting designers guarantees an excellent control of luminous flux without shedding the light patches that reflectors typically create on items. The geometry of the two sources of LED light is also specifically designed to achieve the highest possible optical efficiency and an optimal distribution of light. Lastly, the possibility of using two different, dedicated colour temperatures on two side light clusters guarantees a perfectly suited lighting to any category of goods.



To respond to any project-related need, two new models are now being launched to complete the **Cyberwing** family: the **recessed** model is ideal for 60x60cm ceiling panels, while the **asymmetric projector** is designed to light perimeter zones, individual shelves, or wall graphics.

Our motto: Customisation

A consistent and appealing communication to consumers in the check-out area is paramount; this is an extremely strategic area located at the end of the purchasing pathway and is also the hallmark of the Retail brand. To this regard, the custom solutions **Dart Number**, **Sphera**, and **Pagoda** by **Makris** are certainly noteworthy, as they make the check-out area distinctive while simultaneously making the logo on the sign stand out.

Dart Number

A functional evolution of the DART solution by Makris, Dart Number is characterised by an integrated number section with back lighting on the three (one front and two lateral) sides of the luminaire, as well as by the possibility of inserting a backlit logo in the customisable casing. This technical use of light enables to turn on green-lit digits separately to indicate that the check out is open or turn them off in case of closure.



Sphera



Sphera gives spaces a light and essential allure, expressing all its versatility in the different combinations of finishes and volumetric varieties. In addition to mono- and bi-colour versions, **Sphera** is available in three different sizes, to meet any decorative need. Lastly, the Design version becomes the expression of brand identity, thanks to the possibility of having a backlit brand logo on the front of the lamp.

Pagoda

A concept inspired by the most ancient form of Buddhist architecture, Pagoda presents a tall slender structure stretching upwards, where light becomes tangible, almost matter, to best enhance the check-out area. Light as the source of a welcoming atmosphere: Pagoda features a



microprismatic screen that guarantees optimal visual comfort; made in PMMA, it can be painted the colour that best suits the area being lit.

“Our ability to carefully listen to retailers’ individual needs translates into an offer of unprecedented solutions”, declares Pierluigi Gusmani, International Sales Director at Imoon, who continues, “To this regard, the true strength of each of our projects lies in the synergy of Imoon technology and the creative soul of its brand, Makris. The complementarity between available products and the development of new concepts” he concludes, “makes us an ally for all those retailers who base their success on customer experience”

Imoon – www.imoon.it/en

Founded in 2010, Imoon is a leading player in the design and production of lighting solutions, completely Made in Italy, within the Food & Fashion Retail. The company, based in Milan, is known on the market as a Partner able to provide its customers with a complete service, following each phase of the design: from preliminary studies, to lighting simulations and energy performance models, fine-tuning and after-sale assistance. Furthermore, Imoon can develop customised solutions thanks to brand Makris, which stemmed from the wish to shape new lighting concepts combined with the best, cutting-edge technology. Imoon has become a strong international business thanks to its branches in the United Kingdom, the Czech Republic, Turkey, South Africa and Finland, and to its trade partners across the EMEA region and the Americas. Imoon solutions are present in more than 40 countries worldwide, and the company completes around 400 projects every year, boasting partnerships with the most important names within Food Retail: Carrefour, Coop, Conad, Auchan, E.Leclerc, Migros, Silpo, Globus, Booths Supermarkets and Warner’s Budgens.

For further details:



Imoon srl • Tel. +39/02/89515533-215 • www.imoon.it

Lbdi Communication

Silvia Vara – email : svara@lbdi.it

Federica Cosmo – email : fcosmo@lbdi.it

Ginevra Fossati – email : gfossati@lbdi.it

Tel. +39 02/43910069

Skype: LBDI_pr