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Imoon puts its signature on the lighting design of the new Edeka hypermarket in Bremen, together with Interstore | Schweitzer

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Imoon – *leading player in the international market for commercial lighting in Food & Fashion Retail* – puts its signature on the lighting concept of the new **Edeka** hypermarket, built in the main shopping centre of the city of **Bremen, Weserpark** which counts over 200 stores, as well as several restaurants and other services. The two main ingredients of the innovative design by **Interstore | Schweitzer** are a focus on the evolving needs of customers, and a great attention to detail. This is a project management philosophy that **Imoon**, as exclusive partner for the German market, was able to interpret by bringing to life sophisticated light scenarios, guiding the Clients through a new dimension of the shopping experience, and encouraging longer visits to the store.

The design of the 6,421 m² sales area takes customers on an exciting journey into the world of food and wine, focusing on regional products and highlighting fresh items thanks to the creation of ad hoc brands in the different areas. From the Italian treats by '*Amor*' to the premium products from '*Butchers with Style*': each corner is a celebration of the love for food, highlighted by **Imoon's** lighting solutions, through the introduction of an advanced, wireless management of luminaires for the most strategic areas. In this sense, the Retailer has the freedom to shape custom, evocative atmospheres that convey different emotions depending on the occasion, potentially also for specific events organised in the hypermarket. Furthermore, the wireless control allows to autonomously regulate luminance levels based on different sales needs.

Fully in line with the common thread of the plan, **Imoon's** solutions put the products in the spotlight by using the latest Food Retail technologies. More in detail, in the fresh products corner, the **LED Full Colour** highlights the shapes and colours of fruits and vegetables, helping to bring out their freshness, while the warm tones of the **LED Extra Warm HD** make cheese and bakery products look very appetising. For the butcher's corner, the choice fell on the **LED Meat Red**, which, given its high red component, constitutes the ideal solution to highlight the quality of the meat, immediately attracting the attention of the Clients. Furthermore, the display of fish specialities is left in the capable hands of **LED Meat Fish HD**, which combines the maximum perception of colours with pure white tones, for a final effect recalling fish that has just been caught. Finally, the complementary offer of the flower



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corner is illuminated using the **Spark** technology, characterised by a superior colour rendering.

The new line of track-mounted fixtures, **MAXI P SLIM**, which is characterised by fine, compact shapes especially created by **Imoon**, is harmoniously integrated within the layout of the non-food area of the store, mainly featuring gondolas and shelves. This series, which is an evolution of the model MAXI P, is made up of various models, characterised by different layouts and emissions. With the 2x3 version chosen for **Edeka** it is possible to reduce light emissions by 50%, without changing the distribution of light, hence guaranteeing maximum efficiency and flexibility. Finally, the introduction of the new family of projectors, recessed and suspended lights, **KRIOS**, allowed the Lighting Designer team at **Imoon** to fulfil any technical need, thanks to the wide range of light outputs, spotlights, accessories and filters.

*“During the lighting design planning of the new **Edeka** hypermarket at **Weserpark**, special attention was given to the creation of an emotional type of communication through light, able to bring about a dynamic interaction with Consumers”* stated **Pierluigi Gusmani**, International Sales Director at **Imoon**, who then continued: *“This objective was reached by using dedicated lighting fixtures, partly equipped with ultra-narrow beams to obtain a punctual light, which highlights the areas and details to be noticed by Clients to guide them through their purchase experience”*. He then concluded: *“Such result was made possible by the perfect synergy and shared vision with the **Interstore | Schweitzer** team, with whom we have embarked on a strategic development plan for the German market, that will bring us to carry out complete lighting projects for the Retail sector”*.

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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.

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