

# Retail Lighting



**esse-ci**  
LIVING LIGHT

A detail that attracts attention, a brighter color, an atmosphere where the visitor feels comfortable.

Shops and shopping malls can turn into places of emotion, they can entertain visitors and transmit messages. The light is used to arouse emotions, it is part of the show going on to give movement and emotion to the products presented. Lighting should not only **highlight** objects, but **envelop** them and create a comfortable and stimulating environment for the customer: light has the ability to influence purchasing behaviours. Colour, hue, functionality must be true and sincere. The coherence between presentation and reality puts customers at ease and creates confidence.

*ESSE-CI Living Light*

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# Corporate

Lighting solutions Made in Italy.

Since 1984 we have designed and manufactured interior lighting solutions, thinking of light as a factor able to promote the growth of our customers' business.

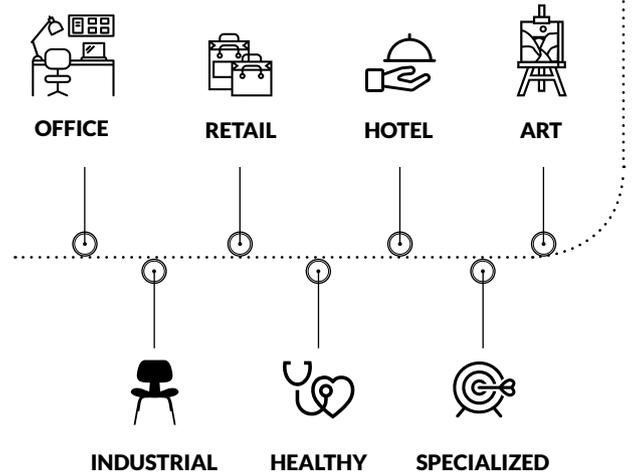
# Achievements

Versace // Balenciaga // Yamamay Beach  
// Baldinini Trend // Orofino Jewelry  
Store // Dainese D-Store // Pinokkio  
// Maison EtCadeaux // Università Ca'  
Foscari // Campus Humanitas University  
// Ikea // Burger King // Mc Donald's  
// Conad // Expert // Famila // Pam  
Panorama // Galleria D'arte Empreintes  
// UCD Theatre // Autodromo Nazionale  
Di Monza // The Carnegie Library //

New York University // Plessi Museum //  
Uffici Team Akrapovic // Uffici Deloitte  
// XDGA Head Offices // AMG Mercedes  
// KIA Motors // Tesla Showroom //  
Peugeot // Ford // BMW Showroom  
// Raven Russia Logistic Center //  
Supermercati Emisfero // Happy Casa //  
SHR Italia // Supermercati A&O // Villa  
Urška

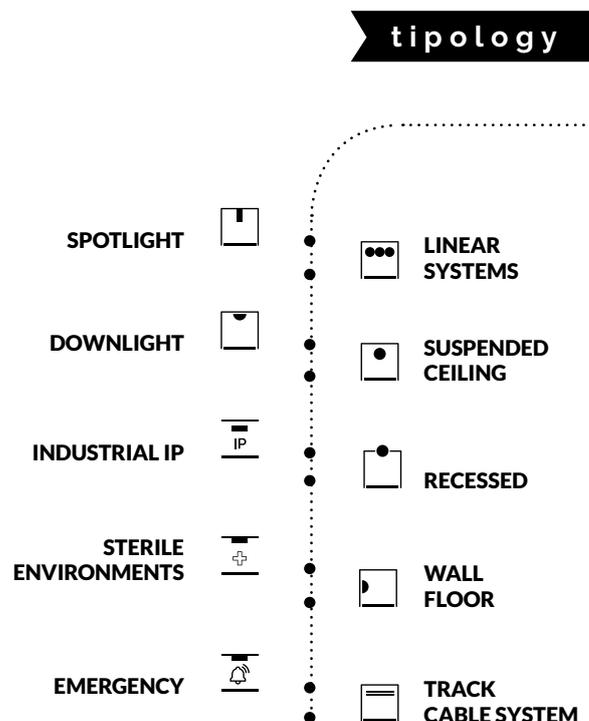
# We give light to every service

Initially, our products were intended for the industrial market. Today, we offer a **complete architectural range of solutions for interiors**, with an emphasis on **continuous light lines** to meet the specific needs of the service world: from **offices** to all kinds of **stores**, from large scale retail channels to large public and private infrastructures such as **schools, hospitals, museums.**

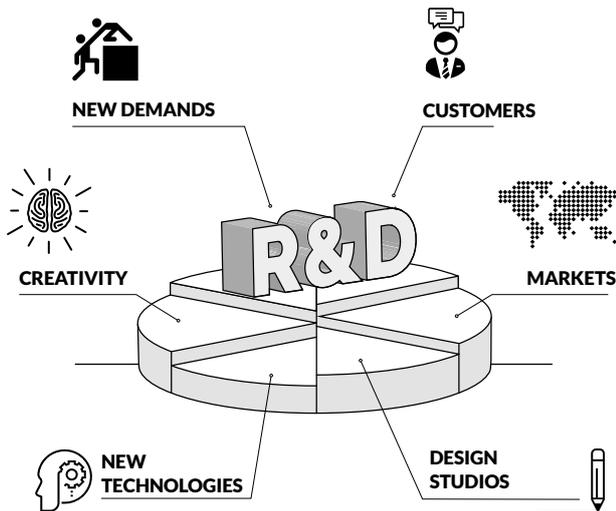


# Our service as a product

We can combine the **flexibility** of an artisan workshop with the **sophistication** of a boutique and the **typical customer service** of big companies. The counselling services continues, from the design phase to technical assistance, together with the **efficient support** offered by a team of highly qualified specialists.



# The right technology for every requirement



A LABORATORY OF IDEAS

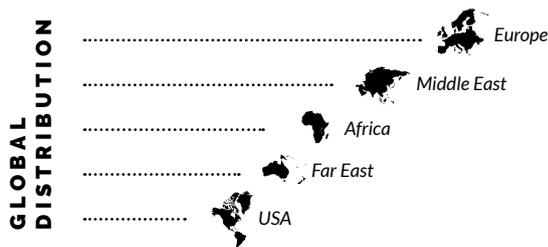
A team of **skilled engineers** guides our **research and development activity**, the heart of our company and creative laboratory. They draw inspiration from various sources and create the best lighting solutions. Our design ideas, born from our competence, meet the inputs coming from the **global lighting market**, the rapidly **evolving LED and material technology**, our collaboration with the **most renowned European design studios** and the continuous drive for **innovation required by our customers**. Not least, our purpose to focus the lighting values on the human being using the **HCL technology**.

RESEARCH & DEVELOPMENT

TAILORED LIGHTING

QUALIFIED TEAM

## Global distribution



Thanks to their innovative force, **our products are chosen by the world markets**: from the competitive Europe to the stimulating Africa, meeting the sophisticated tastes of the Middle East and the East Asia, up to North America.

# Technology

- HUMAN CENTRIC LIGHTING
- WIRELESS SYSTEM
- QUALITY AND SAFETY
- LED FOR SPECIALIZED

Innovative technologies.

From our heritage and design tradition, we have learned to pay attention to the performances to which we gave the best design over the years thanks to our investments in innovative materials and technology.

# Human Centric Lighting

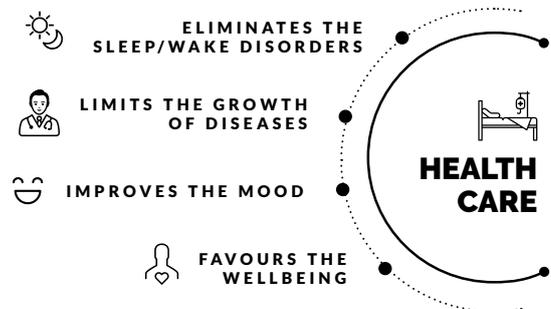


It is a system that demonstrates the beneficial and positive effects of **light on health, general wellbeing, quality of life** and daily activities of people, with short and long-term effects.

## HUMAN CIRCADIAN RHYTHM

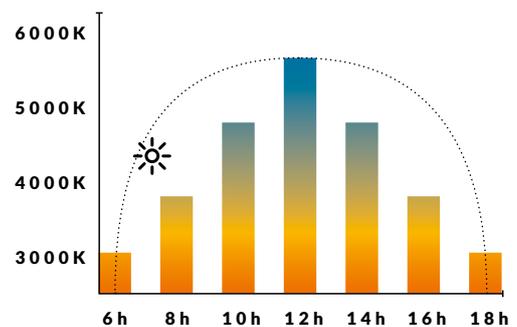
Natural light plays an important role in the regulation of human behaviour and in the correct stimulation of the “biological clock”.

The circadian rhythm of light is used to promote **natural day-night cycle** or simulate it in those environments where the natural light is lacking thus **increasing the well-being**.



## HCL SYSTEM

Light produced by the **Human Centric Lighting** system is able to **regularise the biorhythms, improve the mood**, help with **focus** and concentration, restrict the growth of certain **diseases** and increase people **performances**.



## LIGHT AS A SOURCE OF WELLNESS

The dynamic changes of light brought by the Human Centric Lighting system equals the sunlight conditions of the geographic environment where the building is located.

By changing the **light flux and color** and adapting the artificial light to the season and the time of the day,

*we can reproduce the natural rhythms in interiors  
and get several benefits for the human being.*



IT IMPROVES  
THE SIGHT



IT FAVOURS THE  
BIOLOGICAL  
NEEDS



IT REDUCES  
WASTE

### HCL SOLUTIONS



ABSENT HCL



BEN HCL



BRIGHT HCL



GROOVE HCL



HALL LED PRO  
HCL



HALL LED  
PROFLEX HCL



SEMPLICE HCL



HUMAN CENTRIC LIGHTING

# WIRELESS system

**The Internet Of Things** will be the next industrial revolution and **intelligent lighting will play a decisive role in this process.**

Modern lighting systems are designed as an integral element of the ambience comfort and the professional management of energy efficiency.

Managing also means **simplifying** the procedures of control, monitoring the activities and performance of the lighting,

*focusing on the end user's needs.*

ESSE-CI introduces a range of solutions based on Casambi platform, that, by means of a remote control via Apps on smartphones or tablets, allows to manage the entire network of devices or wireless sensors.



CASAMBI

# Quality and safety

## LIGHTING WITHOUT RUINING

The task of lighting in product presentation is not simply to illuminate: it must have the most suitable **colour temperature**, the specific **colour rendering index**, **thermal management** consistent with the environment and **certified to be harmless**.

The list of products that poorly respond to heat and IR radiation is very wide: fabrics fading, cosmetics blending, bakery drying out, chocolate and sweets melting.

ESSE-CI has a deep sensibility, a careful **attention to well-being** and several years of experience: since a long time we have been successfully lighting up the Retail world and we carefully choose innovative technologies, always favouring high quality LEDs emitting light **free from any harmful IR or UV radiation**.

The risk that colours and materials are altered is reduced to the minimum.



## PHOTOBIOLOGICAL EFFECT

The light sources, and therefore also the LEDs, emit electromagnetic radiation even beyond the visible wavelengths.

Emissions may affect **people and objects**.

The effects can be harmful to both **skin** and **subcutaneous tissues, eyes** and its components causing disease or long-term illnesses.



Following the tests carried out with the instrumentation and the methodology indicated by the Standard EN 62471:2008, four risk groups have been defined:

**GROUP 0:** No photobiological risk

**GROUP 1:** No photobiological risk under normal conditions of use

**GROUP 2:** It does not create a risk due to aversion response to bright light or thermal discomfort

**GROUP 3/4:** Dangerous even for momentary or brief exposure

***ESSE-CI products are classified as Risk Group 0, thus guaranteeing an excellent level of safety.***

# LED for specialized applications

LED colours for specialized applications: to emphasize **what consumers really want** and give products an attractive and vivid colour.

## FOOD LED MODULES

Specific LED modules to valorise **meat, bread/pastry, fish** and **vegetables**: the food just looks better and it's visually more attracting. The white elements remain white and the colors are more brighter and intense.

A specialized optics and a dedicated colour spectrum for fresh foods create further attractiveness and enhance quality, **without generating heat or harmful radiation** that can ruin the products appeal.

### *Tasks:*

- *Save energy*
- *Emphasis freshness*
- *Attract attention*
- *Illuminate without damaging the items*





**RECOMMENDED PRODUCTS**



HALL LED  
PROFLEX



HALL LED  
PRO



TERES



QI

## FASHION LED MODULES

LED Technologies designed for specialized applications with specific modules to enhance **fashion world**.

Light spectrum optimized for warm and saturated colours, together with a pure and cold white, **makes the clothes shine** creating a harmonious environment.

Lighting plays a key role in product presentations, especially when it comes from the fashion world: it's very important to emphasize materials, colors and show the quality level of the garments.

### *Tasks:*

- *Convey authenticity*
- *Emphasis the different areas*
- *Flexible and diversified scenes*
- *Vary the illuminances*
- *Illuminate without damaging the items*





## RECOMMENDED PRODUCTS



TERES



HALL LED  
PRO



HALL LED  
PROFLEX



HALL LED  
CEILING EVO



QI

# Target

Adequate lighting to the target group

The protagonist is not the light, but the role it must play.

Light creates atmospheres designed on the customer's needs, highlights the products, not itself, and fits in with the style and taste of the space that it's asked to light up.

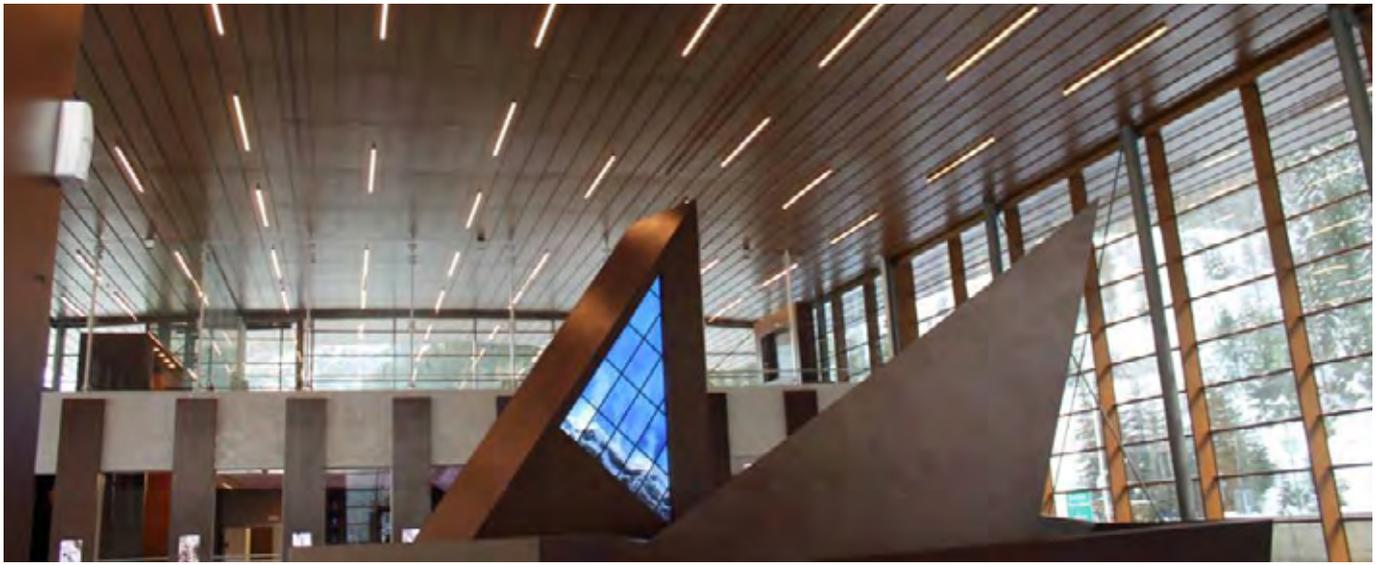
By changing intensity, contrast, colour temperature, direction and uniformity of light, we can create different scenes and follow current trends and emotional needs of the customers.

**OFFICE**

*Lighting  
increases  
concentration*



**esse-ci**  
LIVING LIGHT



**ART**

*The importance  
of conveying  
authenticity*





**INDUSTRIAL**

*broader  
horizons*



**SPECIALIZED**

*emphasising  
quality*

**esse-ci**  
LIVING LIGHT

**RETAIL**

*attract  
attention to the  
detail*



# Retail

Attract attention  
to the detail

Light has to tell the truth.

When the eye sees an object, a product within a space, there the choice occurs for the most part. The colors, the shades, the features must be true and sincere.

The coherence between presentation and reality puts customers at ease and creates confidence.

An excellent colour rendering, the right colour temperature and a focused spectrum of light, can significantly improve the quality of the perception, a key feature of lighting solutions intended for sales locations.

# Light for retail

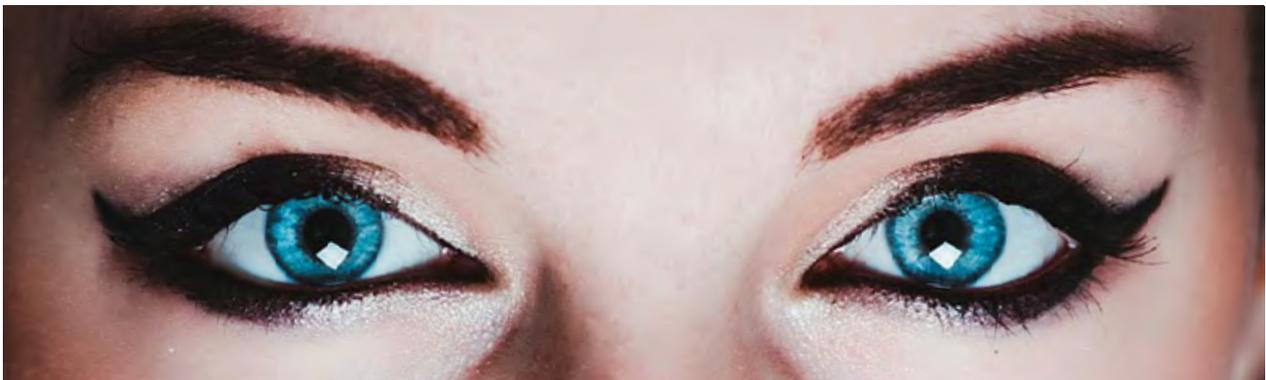
## THE TECHNIQUE

The Neuro Linguistic Programming (NLP) and several studies on sales techniques explain that **the customer is reached through the 5 senses:**

87% sight

9% hearing

4% touch, taste and smell



*You sell primarily to the eyes*

**LIGHT IS A PROTAGONIST OF THE SALE**

An accurate **focused design of light**, can erouse emotional reactions, states of mind, and an increased attention.

## LIGHT FOR FASHION

**Light is an effective marketing tool: it represents and differentiates brands**

The brands are becoming increasingly international and the boutiques increasingly emotional, the light should be designed as a solution tailored on the **target customer**. Shape, direction, intensity, colour temperature and uniformity of light can affect on emotional preferences.

*Thanks to the light, customers can be attracted to the storefront window, stay longer in stores, be pampered as if they were at home, feeling privileged like on a Red Carpet, be stimulated by the light-accent, experiencing emotions and situations,*

...



In Retail locations, lighting should be meant to:

- **Varying** illuminations with accent lights  
(Object modelling, contrast, drama)
- **Flexibility** and modularity  
(Area subdivision, layout adaptation)
- Purity and **naturalness of colours**  
(Use of specific LEDs CRI > 98, specialist LEDs)
- Promotion of **vertical illumination**  
(Accentuate displays, shelves, walls, etc)
- Miniaturisation and **minimalism**  
(The protagonist is the product, not the lighting)
- Respect for **materials** (LEDs without harmful emissions or high temperatures)

## LIGHT FOR AUTOMOTIVE

In Automotive locations, lighting should be meant to:

- **Enhance brands**  
*(Light plays a clear role to identify the brand)*
- Light up the **items**  
*(Is fundamental that the cars are well lit and bright)*
- Create a **scenographic** environment  
*(Elicit theatricality, emphasis, surprise, emotions)*
- Enhance **natural and bright colors**  
*(Paints, chromes and shapes must be highlighted)*
- **Reassure** and cradle the customer  
*(State of wellbeing, exclusivity, lounge effects promote aptitude for purchase)*
- Exploit **natural light**  
*(Combine daylight and artificial light to promote energy saving and product enhancement)*



## LIGHT FOR SUPERMARKETS



In Supermarkets locations, lighting should be meant to:

- **Structured illumination** for vertical planes (shelves) and corridors  
(*Integrated use of diffuse light, accent light and wall washer light*)
- Use of the **lighting system as an infrastructure**  
(*The illuminating body can integrate light in emergency, speaker, cameras,...*)
- **Attracting** the customer  
(*Modulate and direct light to create interest*)
- **Enhance** the products  
(*Specialized LED for the food world*)

# Case Study // 1

Product used: TERES & HALL LED PRO

Different areas call for different illumination, but they all have that special common denominator: a feel good atmosphere.





RETAIL

## Case Study // 2

Product used: HALL LED PRO, GROOVE, ERGO

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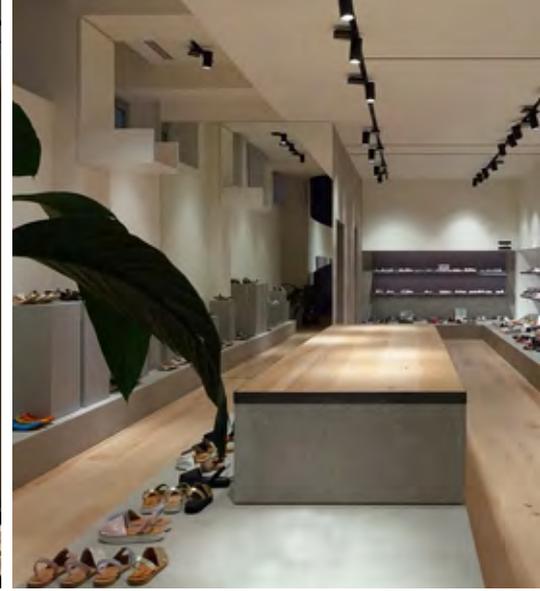
A beautiful project in which our product proved to be the ideal spot to be applied within the design.

# Case Study // 3

Product used: HALL LED PRO

Lighting was designed to focus attention on exhibited products, creating a darker space with specific highlights.





RETAIL

## Case Study // 4

Product used: WALLY

The lighting follows the nature of the building, as it creates a uniform illumination but also a recognizable lighting pattern that seeks attention when passing by.

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# Case Study // 5

Product used: Qi & WALLY

In retail spaces every product calls a different illumination. The perfect combination of Qi and Wally can mix an accent lighting to a general one.





RETAIL

## Case Study // 6

Product used: HALL LED PROFLEX

The store is filled with magic and comfort to make the customers feel special and unique. As always, lighting play a significant aesthetic and functional role, which makes the product perfect for designers and architects needs.

# Sponsorship

With great enthusiasm and pride ESSE-CI welcomed the opportunity to be actively involved, together with prestigious teachers, in the learning experience intended to **train ambitious young architects**.

Thanks to the skills and experiences we share as a heritage, we build an excellence competence on any issue that composes the design of architecture for the fashion and wellness world.

The aim is **to transfer the sensitivity to the use of lighting in architectural design** as a tool to serve the human being, through a path that will make the future young architects understand the value of light, technology and their conscious use.

FRI

FASHION  
RESEARCH  
ITALY

[fashionresearchitaly.org](http://fashionresearchitaly.org)

 YOUNG  
ARCHITECTS  
COMPETITIONS

[youngarchitectscompetitions.com](http://youngarchitectscompetitions.com)

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