



Amerlux® goes beyond ROI; Provides retailers with prescriptive approach to customized lighting programs that create stronger connection with shoppers

OAKLAND, N.J. --- Most retailers are realizing energy savings of 60 to 80 percent by adapting innovative LED lighting solutions, however, there is much more to lighting than meets the eye, according to Bill Plageman, Vice President of Marketing for Amerlux®. "It's not just about the ROI, it's about creating a stronger, valuable connection with consumers."

"Effective lighting does more than just illuminate up a store," says Mr. Plageman. "Well designed fixtures clearly improve the overall aesthetics of retail interiors and exteriors, however, visual cues can play a major role influencing consumer purchasing habits. Thoughtful lighting provides brick and mortar stores with a distinct advantage over the rapidly growing competition, including open-air markets and online websites, while also addressing the rapidly changing buying habits of millennials.

"Grocers are rethinking how they can light the aisle and influence sales between the shelves," says Plageman. "Many are exploring architectural grade lighting that generates greater excitement and visual interest by illuminating high-margin areas such as fresh and prepared foods," says Plageman. "Utilizing intelligent lighting design impacts consumer perception, makes produce pop off shelves, and retains customers in the space to buy more.

"We updated our Lighting Toolbox with data mining sensors, color tuning capabilities, energy efficient controls, and a small amount of UV/Violet light that can be added to fixtures to help live products continue to grow, as well as add life while on the shelf," explains Mr. Plageman. "Smart sensors embedded in fixtures yield key insights about shopper behavior and leverage the physical footprint to determine best placement for signage, displays and entire departments. In addition to data collection, integrated sensors activate fixtures with motion and photocell detection, and implement dimming control for incremental efficiency, safety and security."

"Imagine growing herbs, vegetables and fruit in a store using lighting fixtures without natural daylight," says Mr. Plageman. "We can customize fixtures that appeal to consumers' senses with visual and olfactory cues.

"Utilizing vast capabilities, retail-oriented lighting is elevated from homogenous functionality to a more prescriptive nature," says Mr. Plageman. "We can custom tailor each lighting program based on the store's objectives, department by department, aisle by aisle, with an individualized methodology. Not just for driving sales, but building deeper connections to customers. In short, we offer a human centric approach to lighting."

About Amerlux LLC

Amerlux® creates lighting designed around its customers and will stop at nothing to help realize their vision. Amerlux works closely with customers every step of the way, from design through construction, to ensure total success and total satisfaction. Amerlux is fueled by a passion to consistently deliver in a fraction of the time of competitors, even on short-run custom orders, and that includes making sure every order is accurate, every product performs flawlessly, and every customer is successful.

Amerlux speaks the language of light for design and construction professionals around the world by manufacturing a broad array of optically superior, energy efficient lighting solutions for the retail, supermarket, hospitality, commercial and exterior lighting markets. Amerlux products and services include track lighting, recessed downlighting and multiples, pendants, linear systems, and custom lighting solutions, as well as support for energy reduction plans that can be used as a guide to state, city and local utility rebate programs for maximum energy savings and utility incentives. The company's domestic and international clients receive the support of Amerlux's highly trained specification sales force, as well as expert service from initial design to on-time delivery made possible by strategically located manufacturing, warehousing and shipping locations.

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