



Color Quality

How It Motivates
Consumer Purchases





Color is king when it comes to driving consumer purchases. We respond on a deep emotional level, which makes sense since our eyes send information about color directly to the hypothalamus—the part of the brain responsible for motivational behavior, like telling our bodies if we are hungry.

The hypothalamus regulates emotions, sex drive and feelings like anger and arousal. Color stimulates our brains and can actually increase impulse shopping.

Not only that, but color is the language of fresh with bold and vibrant hues signaling newly-picked produce. For supermarkets to put their best foot forward in their fresh food departments—produce, seafood and meat—the right light is critical. Customers want to see their food in its natural color to view the actual freshness of the product.

Noted LED lighting manufacturers, Amerlux and Lumileds, are partnering to deliver special lighting solutions for supermarkets. Using Lumileds FreshFocus Technology, Amerlux's lighting systems accentuate the visual appeal of fresh foods.

¹"Affect Your Customer with Effective Packaging," Pantone Color Institute
"Why Color Matters," Jill Morton



93%

of shoppers rate visual factors as their top consideration when purchasing products.



85%

of shoppers say color accounts for more than half of factors they consider in purchasing a product.



70% – 85%

of purchase decisions are made once in the store.



Natural sunlight emits the full spectrum of color, which is why everything looks good in natural light. Until now, artificial light sources have struggled to match the color quality of sunlight.

Fluorescent lamps in particular are notoriously poor at color rendering. Halogen lamps are heavy on warm tones and very weak cool tones. The color spectrum from metal halide lights is almost as peaky as fluorescent lights, and also very weak on warm tones, resulting in very flat colors. Standard 80 CRI LED lights lack reds and have lower contrast, producing dull colors.

With FreshFocus Technology, you can finally bring the sun into your store. The natural colors of fresh food sing under these LED lights. When customers see food lit with FreshFocus Technology, they see fresh!

Your store is the stage—learn how you can put the spotlight on your fresh food!



Produce looks freshly picked and bursting with flavor under SPEQ LEDs with FreshFocus Technology.

Where fruits and vegetables look too warm at best or flat and dull at worst under conventional lighting, produce boasts rich contrasts and naturally saturated fresh colors under FreshFocus Technology. Your tomatoes will be a bold red and your leafy greens will have a garden-fresh crispness.

The right light makes food shoppers hungry for more. See how to put your fresh food in the best light.



SPEQ LED with FreshFocus Technology



Metal Halide



SPEQ LED with FreshFocus Technology



Standard 3000K 80 CRI LED





Marbled Meat

If the marbling in the meat looks yellow or the meat looks anything less than bright red, then the meat won't look fresh. FreshFocus Technology delivers naturally deep red meat with bright white marbling, for the juiciest-looking meat ever.





SPEQ LED with FreshFocus Technology



Metal Halide



SPEQ LED with FreshFocus Technology



Standard 3000K 80 CRI LED

Butcher Shop



NATURAL & ORGANIC MEAT
- RASSED WITHOUT ANTIBIOTICS - GLUTEN FREE - GRASS FED
BEEF - PORK - CHICKEN - LAMB

Quality Cues
Family Pack Poultry

Frozen Burgers

\$2.99

\$3.17

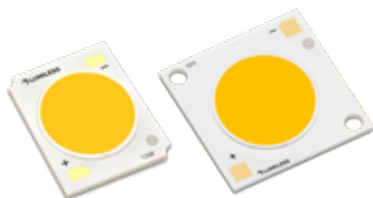
\$4.31

Double
Meat Cheese
\$1.99



Under FreshFocus Technology, fish look like they were just caught. Just as important to presenting fish appetizingly, it also keeps ice looking clear and sparkling. There's nothing like dull ice to make the fish resting on it look less than fresh. While conventional lighting struggles to present fish as anything but a drab gray, FreshFocus Technology highlights the metallic scales of a red snapper and mouthwatering pink pigments of a salmon fillet.

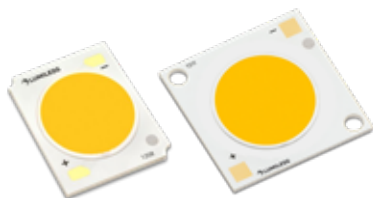




SPEQ LED with FreshFocus Technology



Metal Halide



SPEQ LED with FreshFocus Technology



Standard 4000K 80 CRI LED





Red Meat



Red meat should look naturally red, as it would in sunlight. Conventional light sources often make it look a grayish, while FreshFocus Technology makes red meat look naturally appealing and fresh from the butcher.



SPEQ LED with FreshFocus Technology



Metal Halide



SPEQ LED with FreshFocus Technology



Standard 3000K 80 CRI LED

SMOKEHOUSE

Low & Slow

Superior
QUALITY

BUTCHER SHOP

THUNDER, BONES & BEEF
AMERICAN BEEF EXPERTISE

Our Butchers are always
GLAD TO
CUSTOM CUT
Your Order For FREE

NO BUTTER OR SALT ADDED
TENDERED BY HAND

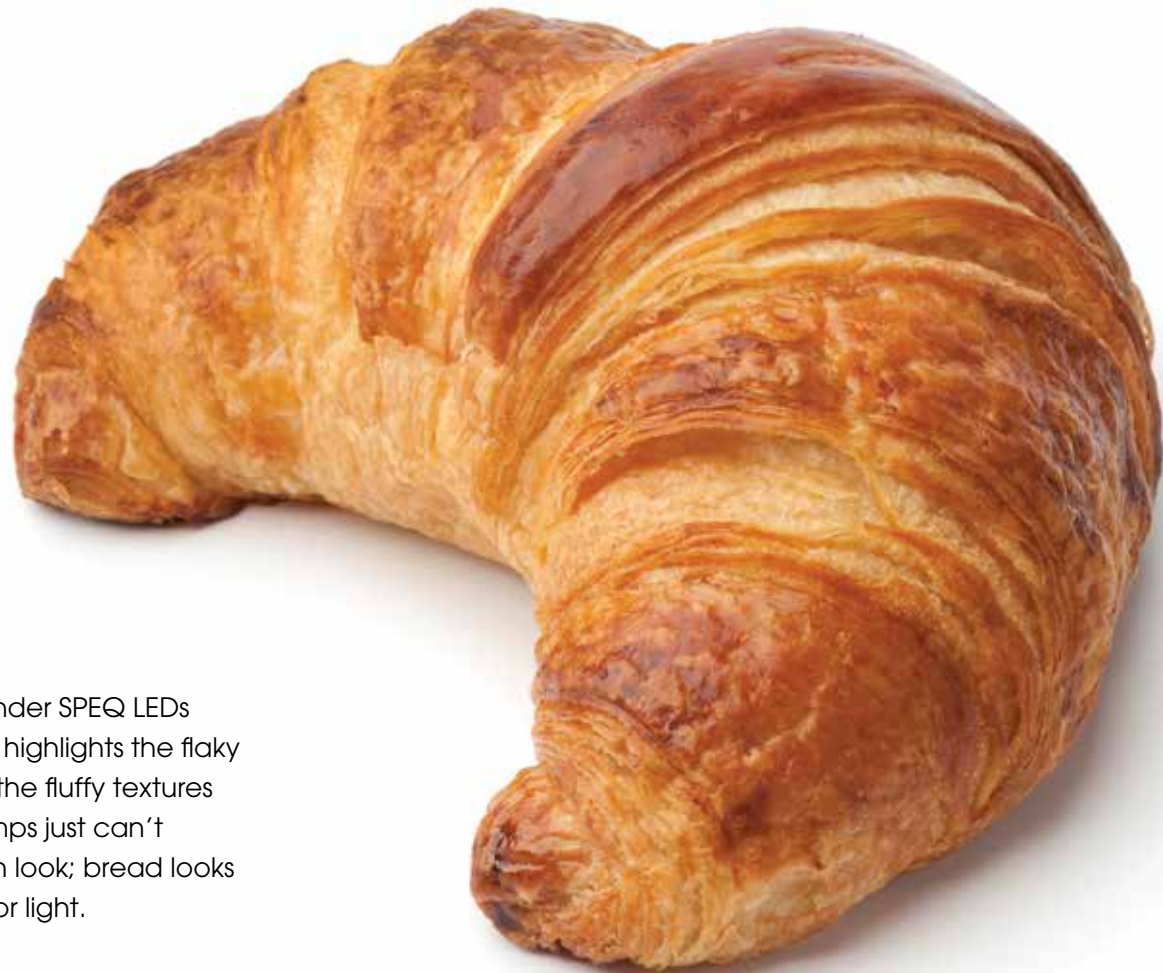
GRASS
FED
BEEF

Get Our Butchers
SEASON or
MARINATE
Your Purchase For FREE

Premium
Dry-Aged Beef

FREE





Bread looks fresh and warm under SPEQ LEDs with FreshFocus Technology. It highlights the flaky crust of the croissant rolls and the fluffy textures of the bread loaves. Other lamps just can't match the fresh-from-the-oven look; bread looks old and gray under their inferior light.



SPEQ LED with FreshFocus Technology



Metal Halide



SPEQ LED with FreshFocus Technology



Standard 3000K 80 CRI LED



ROLLS BREADS CAKES

Baked Goods

MUFFINS DONUTS ROLLS

COOKIES

NEW COOKIE \$6.99

CLUB SIZE \$4.99

YOU2

SWEET



SPEQ by Amerlux is a modern-styled, highly efficient LED track lighting solution that delivers premium lighting on target that dramatically reduces energy consumption without sacrificing color quality or performance. SPEQ is designed for indoor applications, such as supermarkets and retail and is available in three sizes for maximum design flexibility.

Featuring Lumileds FreshFocus Technology, SPEQ LEDs keep your fresh foods looking naturally crisp and deliciously appealing.



Be seen in the best light.

Amerlux.com

