

LEDiL

Guide for retail lighting optics



LEDiL[®]

v1-0 / 2021

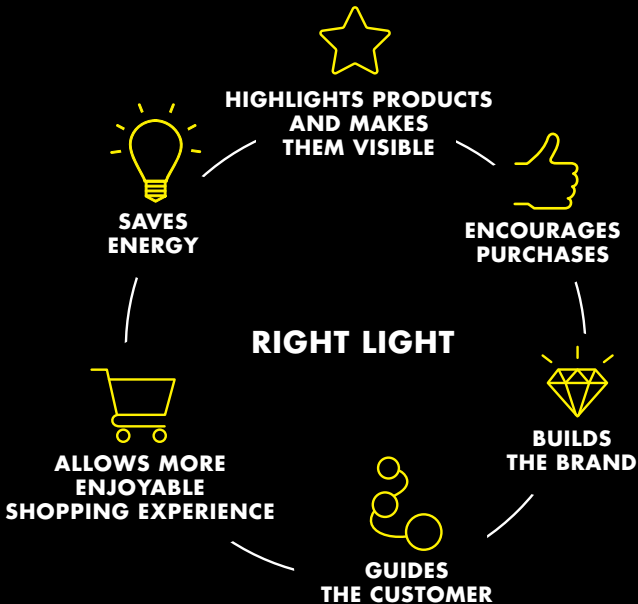
RETAIL LIGHTING IN A NUTSHELL

Even in the age of internet shopping we still spend time in shops – some more frequently than others. Shops try to make the retail experience as positive as possible and lighting is one **key element** to this. How comfortable the lighting makes us feel correlates to time and money spent, and how likely we are to return.

Spotlights are used to highlight promotional products, and different lighting levels are used to create contrast, mood and drama within a store. **RGB LEDs** are used to help re-enforce corporate brand colours

or marketing campaigns. Lighting certain products with a specific colour temperature has been proven to increase sales. **Wall-washing** and **uplighting** techniques can be used to create artistic scenes or to ensure that all the areas of the store remain bright.

Lighting shops is an art, but there is also a lot of science and research behind it. Good lighting helps to attract the purchaser's eye to products, present products at their best and increase revenue. Bad lighting can not only reduce sales and footfall but also staff retention.



WHY LEDiL?

One of the key elements in a good lighting fixture is optical control that will direct the light to exactly where it is needed. Whether you need linear, shelf or premium class highlighting we have the right optics to meet and exceed your expectations. Industry standard sizes, backward compatible fittings; LEDiL optics are designed to provide functionality that lasts.

Our solutions allow you to create the most efficient, cutting-edge lighting solutions that will turn everything from the tiniest to the biggest light sources into light that is right for the purpose.

MAKE OUR OPTICS
THE HEART OF YOUR
LUMINAIRE TO
**OPTIMIZE COST,
EFFICACY AND LIGHT
DISTRIBUTION WITH
GREAT RESULTS**

LIGHTING SELLS

A NEW LIGHTING SYSTEM

PROVIDING MORE LIGHT AND EFFICIENCY

TRAFFIC
+33 %



SALES
+38 %



PROFIT
+19 %



ILLUMINATED DISPLAY END-CAP

VISITORS
+76 %



TIME SPENT
+112 %



SALES
x3



A LIGHTING SYSTEM CHANGE

MADE TO SAVE ENERGY AND IMPROVE AESTHETICS

SALES
+1 M \$
/ year



ENERGY SAVINGS
+20 000 \$
/ year



PAYBACK
<12
months



Source: Impact of quality of light on retail sales by Soraa
<https://www.ledil.com/wp-content/uploads/2021/08/Impact-of-Quality-of-Light-on-Retail-Sales.pdf>

DO NOT LOOK AT LIGHTING AS AN EXPENSE,
BUT RATHER AS A WAY TO INCREASE SALES AND PROFITABILITY

3 TYPES OF RETAIL LIGHTING



SEARCH FOR
RETAIL LIGHTING
OPTICS

1 DISPLAYS

CONTRAST | ATTENTION | MINITUARIZATION



2 FASHION RETAIL

BRAND | MOOD | GUIDANCE



3 SUPERMARKET

VISUAL COMFORT | MAINTENANCE | ENERGY EFFICIENCY



Luxwelt
Photo: Andreas Scheriau

ALISE & ELISE

The most up-to-date reflector offering for down and track lights.

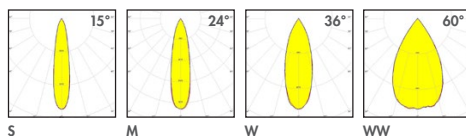
Premium light quality in most popular sizes and beams – 12 variants in both families.

ALISE

- Made from aluminium
- Excellent thermal resistance

ELISE

- Made from polycarbonate with metal coating
- Easy attachment to connectors from TE-connectivity



ANGELA / ANGELINA / ANGELETTE

Ø120 mm, Ø110 mm and Ø82 mm LEDiL System Reflectors with wide range of accessories.

ANGELA: 10° / 30° / 45° / 70°
 ANGELINA: 20° / 30° / 50° / 90°
 ANGELETTE: 10° / 35° / 50° / 60° / WAS

BROOKE-G2 / MIRELLA-G2 / BARBARA-G2

Ø45 mm and Ø50 mm LEDiL System Reflectors with wide range of accessories and compatible with LEDiL HEKLA sockets and solderless connectors.

BROOKE-G2: 20° / 30° / 50°
 MIRELLA-G2: 15° / 25° / 35° / 50°
 BARBARA-G2: 12° / 25° / 40° / 60°



ELLA

Ø30 mm compact reflectors for miniature luminaires. Excellent light quality with uniform beam and reduced field angle

ELLA: 15° / 28° / 38° / 55°





AMY

The perfect choice for slim, elegant luminaire designs

- Low profile lens for slim, elegant track and downlighting
- Easy mounting with flange or HEKLA, B+W and BJB connectors



Ø50 mm: 15° / 18° / 24° / 36° / 60°
 Ø35 mm, Ø45mm & Ø70 mm: 18° / 24° / 36° / 60°



PATENT PENDING

YASMEEN

Versatile COB optics family with supreme light quality

- Visually streamlined optic family in the most popular sizes and beams
- Excellent solution for high contrast lighting with precise beam control
- Easy attachment to luminaire using the top flange or holders



Ø30 mm: 11°
 Ø50 mm & Ø70 mm: 15° / 26° / 36° / 60°



PATENT PENDING
 for ILONA-ZOOM

ILONA

Best COB TIR lens family for retail lighting

- Narrow beam with world class efficiency (90 %) and high candela peak
- TIR lens family with excellent colour smoothing
- Simple and quick mounting into LEDiL HEKLA

INCL. ZOOM



Ø50 mm: 10° / 14° / 25° / 35° / 55°
 ILONA-ZOOM Ø52 mm: 13° to 48°



PATENTED

MOLLY

Ø70 mm highly efficient Fresnel optics for up to 19 mm LES size COBs.
 25° / 35° / 60°



SAKURA

Ø70 mm high lumen output silicone lens family for COBs.
 15° / 25° / 36°



RONDA

Versatile, Ø52 mm and Ø70 mm low profile optics for up to 14 mm LES size COBs.
 25° / 45° / 60° / 90° / 50°+30°
 60°+60° / 80°+80° / WAS / WAS2 / ZT45



FLORENTINA

Versatile Dark Light optics for high visual comfort lighting.
 10° / 16° / 18° / 25° / 30° / 40° / 45°
 50° / 60° / 35°+15° / 45°+15° / O-WAS



OLGA

Ø30/32 mm optics with uniform illuminance for a wide range of LEDs.
 9° / 11° / 30° / 40° / 20°+40° / WAS



LISA

Ø10 mm miniature optics with many beams.
 9° / 15° / 20° / 25° / 35° / 45°
 60° / 80° / 15°+50° / 20°+45° / 20°+50°



PATENTED

DAISY

Premium Dark Light optics in several form factors

- A low glare optic (UGR <19) for premium office, retail or any other general lighting
- Delivers elegant, human centric lighting
- Seamless design in several lengths, colours and form factors designed to fit in different luminaires such as recessed and pendant

DAISY: 35° / 50° / 80° / 25°+70° / ZT25
DAISY-MINI: 33° / 53° / 66°

SIZES:

MINI: d: 280 x 21 mm / h: 13.3 mm
4X1: d: 180 x 40 mm / h: 20.2 mm
7X1: d: 280 x 40 mm / h: 20.3 mm
8X1: d: 305 x 40 mm (12"), LED pitch 1.5" (=38.1 mm) / h: 20.3 mm
28X1: d: 1140 x 40 mm / h: 20.2 mm
2X2: d: 79.4 x 79.4 mm / h: 21 mm



LINDA

The first industrial scale extrusion optics with precise light control

LINDA-24: 60°+90° / 40°+100° / 70°+100°
90°+100° / 110°+100° 145°+100° (UP)
165°+130° (UP2) / ZT25 / Z2T25
LINDA-40: 60° / 90° / 40°+86° / ZT25
Z2T25 / DL / MP

COMING



CLAUDIA

Fixed pitch linear optics with excellent light control

60° / 90° / UP / Z2T25 / ON



LINNEA

Versatile, aesthetic and easy to install optics

LINNEA-GC2: 30° / 60° / 90° / 110°
30°+60° / WG / ZT25 / Z2T25



VANESSA

Fixed pitch linear optics for wall-washing

17° / 25° / 35° / 45°+20°



LILIAN

Narrow pitch-free linear optics for wall-washing

10°+80°

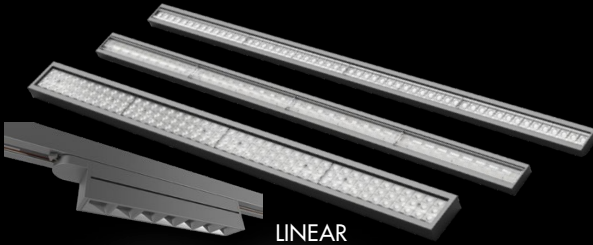


FLORENCIA

Versatile 1 and 3 row linear optics with market leading colour uniformity

3R: 30° / 60° / 90° / 85°+35°
ZT25 / ZT25-S
2-3R: 60° / 90°
3R-IP: 60° / 90° / 85°+40°
1R: 60°+110° / 90°+110° / 95°+30°
UP / ZT25 / Z2T25 / MAXI-WG
1R-GC: 70° / 90° / ZT25

LUMINAIRE EXAMPLES



TECHNICAL SUPPORT

- Simulations to show optic performance in real applications
- Guides and tips for installations
- Thermal analysis for luminaire designs

FREE FOR ALL OUR CUSTOMERS

GLOBAL

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