

# LEDiL

Guide for retail lighting optics

V1-0 / 2022



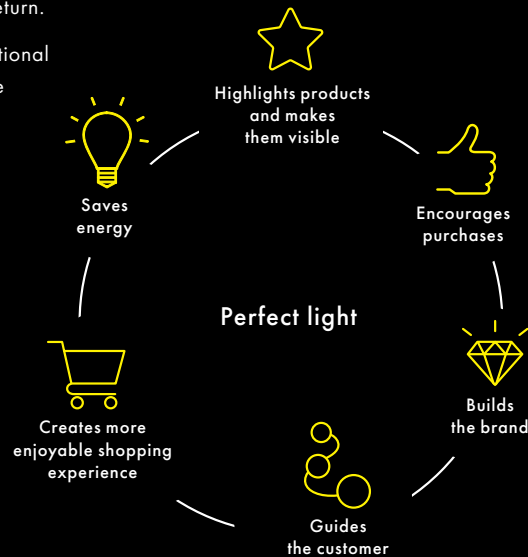
## Retail lighting in a nutshell

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.

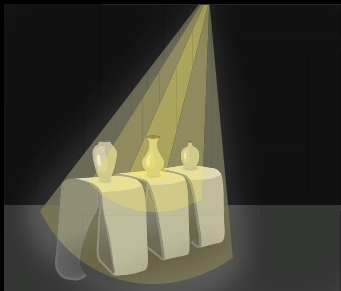
**Spotlights** are used to highlight promotional products, and different lighting levels are used to create contrast, mood and drama within a store. **RGB LEDs** are used to help re-enforce corporate brand colours or marketing campaigns. Lighting certain products with a specific colour temperature has 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.

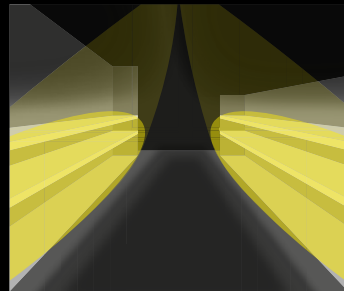
Good lighting helps to attract the purchaser's eye to products, present products at their best and increase revenue. Bad lighting can not only reduce sales and deter customers but also have a negative impact on staff retention.



## Perfectly highlighted products



Zoom optics for **always optimised lighting**



Assymetric track light designs for **perfectly lit shelves and displays**

## Why LEDiL?

One of the key elements in good lighting 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 perfect for the purpose.

Make our optics the heart of your luminaire to **optimise cost, efficacy and light distribution with great results.**

## Lighting sells

A new lighting system providing more light and efficiency

Traffic  
**+33 %**



Illuminated display end-cap

Visitors  
**+76 %**



A lighting system change made to save energy and improve aesthetics

Sales  
**+1 M \$ / year**



Sales  
**+38 %**



Time spent  
**+112 %**



Energy savings  
**+20 000 \$ / year**



Profit  
**+19 %**



Sales  
**x3**



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**



## Always optimised retail lighting

### Innovative zoom lighting

Flexibility | Easy adjustment | Compact size | Light quality



### Modern aisle lighting

High contrast | Adjustability | Comfort | Efficiency



Search for retail  
lighting optics



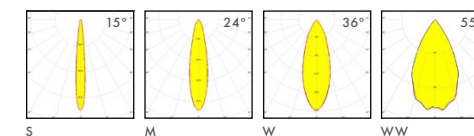
## ADELIA

NEW

Sensational light quality in a premium aluminium reflector.

ADELIA, the exceptional family of aluminium reflectors that combines stunning high-quality aesthetics with premium light quality.

- Assorted selection of most common sizes and spot to extra wide beam angles
- Easily mounted using ADELIA adapters for HEKLA, B+W and BJB connectors



### 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

INCL.  
ZOOM

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

NEW  
COMING

Ø50 mm: 15° / 18° / 24° / 36° / 60°  
 Ø35 mm, Ø45 mm: 18° / 24° / 36° / 60°  
 Ø70 mm: 18° / 24° / 36° / 60° / O (25°+60°) NEW / RS (15°) NEW  
 AMY-ZOOM Ø25/35/45 mm: 20° to 50°  
 AMY-ZOOM Ø50/70 mm: 20° to 50°



## YASMEEN

INCL.  
ZOOM

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

NEW  
COMING

Ø35 mm: 15° / 26° / 36° / 60°  
 Ø50 mm: 15° / 26° / 36° / 60°  
 Ø70 mm: 15° / 26° / 36° / 60° / RS (15°) COMING  
 NEW YASMEEN-50-ZOOM Ø52.5 mm: 15° to 45°  
 NEW YASMEEN-70-ZOOM Ø72.9 mm: 15° to 45°

PATENT  
PENDING

## ILONA

INCL.  
ZOOM

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

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

PATENT  
PENDING  
for  
ILONA-ZOOM

## MOLLY

Ø70 mm highly efficient Fresnel optics for up to 19 mm LES size COBs.

25° / 35° / 60°



PATENTED

## OLGA

Ø30/32 mm optics with uniform illuminance for a wide range of LEDs.

9° / 11° / 30° / 40° / 60° / 20°+40° / WAS



## LEILA-Y / TINA-Y NEW

Superb light quality with compact LEILA-Y and TINA-Y optics.

10° / 14° / 25° / 36° / 45°+15°



## LISA

Ø10 mm miniature optics with many beams.

9° / 15° / 20° / 25° / 35° / 45°  
 60° / 80° / 15°+50° / 20°+45° / 20°+50°

## DAISY

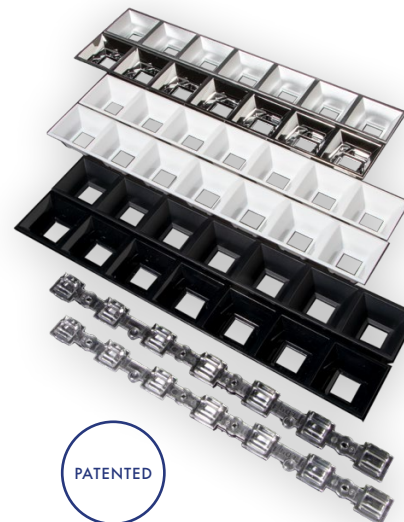
Premium Dark Light optics in several form factors.

- 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: 25° / 50° / 56° / 80° / 30°+70° / WAS / ZT25 / FT  
 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

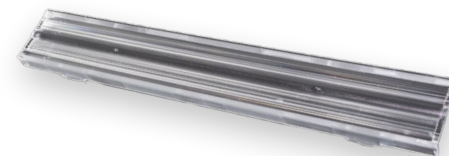


PATENTED

## LINNEA

Versatile, aesthetic and easy to install optics.

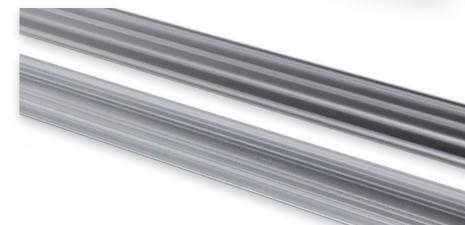
LINNEA-GC2: 30° / 60° / 90° / 110°  
 30°+60° / WG / ZT25 / ZT25  
 LINNEA: 60° / 90° / O / ZT25 / ZT25 / UP



## 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 / ZT25  
 NEW LINDA-40: 60° / 90° / 40°+86° / ZT25 / ZT25



## FLORENCE

Versatile 1 and 3 row linear optics with a wide selection of beams including specific glare controlled versions.

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 / ZT25 / MAXI-WG  
 1R-GC: 70° / 90° / ZT25



## CLAUDIA

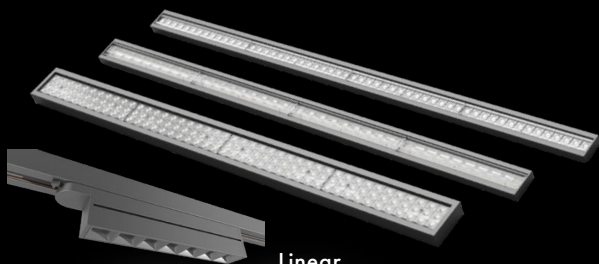
Fixed pitch linear optics with excellent light control.

60° / 90° / UP / ZT25 / ON

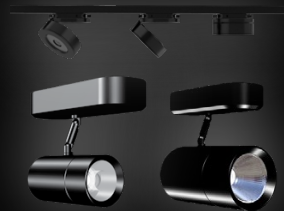


# Luminaire examples

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Linear



Track lights



Downlights



Highbay retail

# Technical support

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

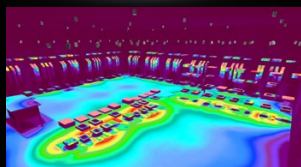
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