

THE PROMISE AND PROBLEMS OF LEDS IN RETAIL

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LEDs are all over the place. We use LED lighting because they are:

- Energy Efficient
- Long Lasting
- Green
- _____

RETAIL LIGHTING CLASSIFICATIONS:

- General
- Accent
- Perimeter
- Displays
- Architectural
- Specialty--using color/pattern

LEDS PROVEN IN:

- Specialty applications, especially those needing color
- Architectural detailing
- Display Lighting

CONVENTIONAL LIGHTING

for General, Perimeter and Accent Lighting:

- Fluorescent (linear or CFL)
- Metal Halide (standard or CMH)
- Halogen (typically PAR or MR)

NOTES:



ALWAYS
MOCK-UP!!

