

LEDiL

Guide for retail lighting optics

V1-2 / 2024



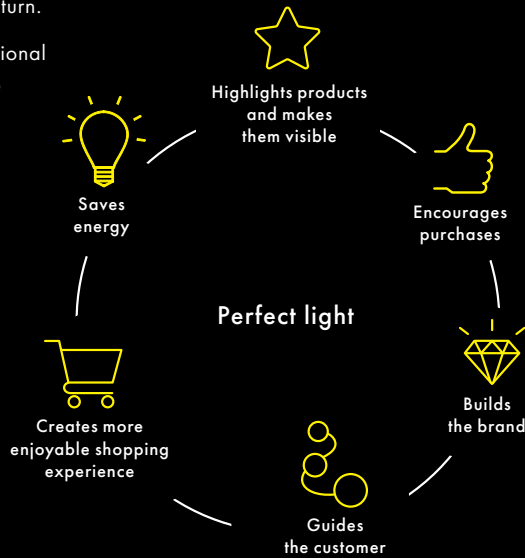
Retail lighting in a nutshell

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.

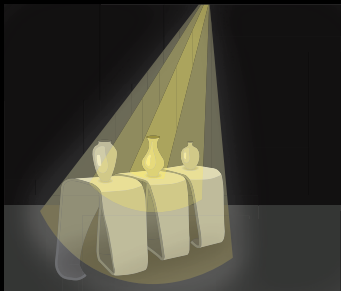
Spotlights are used to highlight promotional products, and different lighting levels are used to create contrast, mood and drama within a store. **RGB LEDs** are used to help re-enforce corporate brand colours or marketing campaigns. Lighting certain products with a specific colour temperature has been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

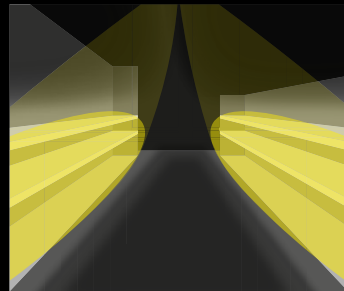
Good lighting helps to attract the purchaser's eye to products, present products at their best and increase revenue. Bad lighting can not only reduce sales and deter customers but also have a negative impact on staff retention.



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 %



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

Always optimised retail lighting

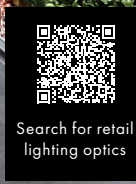
Innovative zoom lighting

Flexibility | Easy adjustment | Compact size | Light quality



Modern aisle lighting

High contrast | Adjustability | Comfort | Efficiency



Search for retail lighting optics

ADELY

NEW

Premium aluminium reflector for easy and adaptable luminaire designs



ADELY, the premium aluminum reflector family combining visual perfection and flexible connectivity with YASMEEN holders.

- Wide selection of spot to extra wide beam angles, covering all needs in retail lighting
- Easy mounting with flange, LEDiL HEKLA, B+W and BJB connectors.



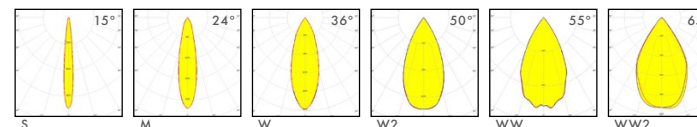
ADELIA

Premium aluminium reflector with high surface and light quality



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
- Easy mounting with LEDiL HEKLA, B+W and BJB connectors using ADELIA adapters.



ANGELA/ANGELINA/ANGELETTE

Ø120 mm, Ø110 mm and Ø82 mm reflectors with a 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 reflectors with wide range of accessories and compatible with LEDiL HEKLA

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





PATENTED

AMY

INCL.
ZOOM

Low profile lens with wide selection of beams

- Perfect choice for slim, elegant track and downlights
- **Wide range** of sizes and beams including special spots and oval
- **Easy mounting** with flange, LEDiL HEKLA, B+W and BJB connectors.



Ø35 mm: 18° / 24° / 36° / 60° / O (25°+60°)
 Ø45 mm: 18° / 24° / 36° / 60°
 Ø50 mm: 15° (RS) / 15° / 18° / 24° / 36° / 60° / O / WAS
 Ø70 mm: 15° (RS) / 18° / 24° / 36° / 60° / O / WAS
 Ø110 mm: 18° / 24° / 36° / 60°
 AMY-ZOOM: Ø25/35/45/50/70 mm: 20° to 50°

YASMEEN

INCL.
ZOOM

Premium lens with supreme light quality and look

- **Precise beam control** with low glare for high contrast lighting
- **Wide range** of sizes and beams
- **Easy mounting** with flange, LEDiL HEKLA, B+W and BJB connectors.



Ø35 mm: 15° / 26° / 36° / 60°
 Ø50 mm: 15° / 26° / 36° / 60°
 Ø70 mm: 10° (RS) / 15° / 26° / 36° / 60° / 80°
 YASMEEN-50-ZOOM Ø52.5 mm: 15° to 45°
 YASMEEN-70-ZOOM Ø72.9 mm: 15° to 45°

ILONA

INCL.
ZOOM

The most efficient COB lens

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



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

LISA

Ø10 mm miniature optics with many beams

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

LEILA-Y / TINA-Y

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

New LEILA-Y-SC2 available for fast and secure lens installation with solderless connection **NEW**

10° / 14° / 25° / 36° / 45°+15°

LIANNA

NEW

2-row lens for the most cost and energy efficient linear lighting

- **Best efficacy** to achieve the lowest total cost of ownership
- **Best power range** for efficiently achieving high lumen output
- **Wide selection of beams** optimised for pleasant low glare lighting
- **Enables ingress protection** with no individual cover glass needed
- **Customisable lengths** with high optical quality without gaps

110° / 90° / 60° / ZT25 / Z2T25 / 60°+25°
 SIZE: d: 280, 560, 1140 x 40 mm / h: 10.65 mm

DAISY

Premium Dark Light optics in several form factors

- A low glare optic (UGR <19) for **premium, high-contrast lighting**
- Delivers **elegant, human centric lighting**
- **Seamless design** in several lengths, colours and form factors designed to fit in different luminaires
- New 7X1-SHD3 shade with **circular openings** for tailored luminaire designs **NEW**

DAISY: 25° / 50° / 56° / 80° / 30°+70° / WAS / ZT25 / FT / BW
 DAISY-MINI: 30° / 50° / 65° / FT

SIZES:

| | | | |
|------------|-----------------------------|-------|------------------------------|
| MINI-3X1: | d: 60 x 21 mm / h: 13.3 mm | 8X1: | d: 305 x 38 mm (12"), |
| MINI-14X1: | d: 280 x 21 mm / h: 13.3 mm | | LED pitch 1.5" / h: 20.3 mm |
| 1X1: | d: 40 x 40 mm / h: 20.3 mm | 14X1: | d: 560 x 40 mm / h: 20.3 mm |
| 4X1: | d: 180 x 40 mm / h: 20.3 mm | 28X1: | d: 1140 x 40 mm / h: 20.3 mm |
| 7X1: | d: 280 x 40 mm / h: 20.3 mm | 2X2: | d: 79.4 x 79.4 mm / h: 21 mm |
| 7X1-CRV: | r: 200 x 40 mm / h: 20.3 mm | | |

ISLA

NEW

The most efficient aisle lighting solution on the market

d: 276 x 36 mm h: 14.2 mm
 ISLA-6X1-OA: 85°+27°

LINDA

The first industrial scale extrusion optics with precise light control

LINDA-10: 40°+85° / 55°+95° / 35°+85°
 145°+100° / ZT25 / F
 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

LINNEA

Versatile, aesthetic and easy to install linear optics

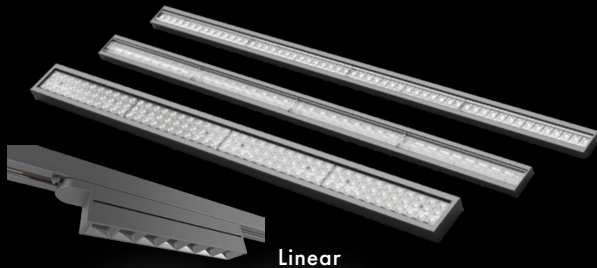
LINNEA-GC2: 30° / 60° / 90° / 110°
 30°+60° / WG / ZT25 / Z2T25
 LINNEA: 60° / 90° / O / Z2T25 / ZT25 / UP

FLORENCE

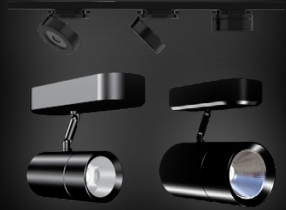
Versatile 1 and 3 row linear optics with market leading colour uniformity

3R: 30° / 60° / 90° / 85°+35° / ZT25 / 25-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



Linear



Track lights



Downlights



Highbay retail

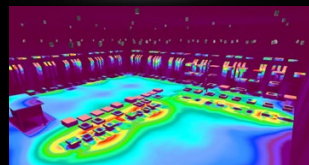
Technical support

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

Contact our tech support experts:

Global
tech.support@ledil.com

North America
tech.support.us@ledil.com



LEDiL

www.ledil.com

Ledil Oy
(Headquarters)
Joensuunkatu 7
FI-24100 SALO
Finland

Ledil Inc.
228 West Page
Street Suite D
Sycamore IL 60178
USA

Ledil Optics Technology (Shenzhen) Ltd.
#405, Block B, ShenZhen Casic Motor Building, No.7
LangShan #2 Road, Hi-Tech Ind. Park(N.), Nanshan
District, Shenzhen, 518057
P.R.China

The information contained herein is the property of Ledil Oy, Joensuunkatu 7, FI-24100 SALO, Finland, and is subject to change without prior notice. Please visit www.ledil.com for additional information, such as the latest photometric files, 3D mechanical models, and application notes relating to handling, gluing and taping. LEDiL products are IPR protected.