

Create stopping power and customer loyalty

EDEKA is setting new standards at its flagship store with its innovative shop and lighting concept. The eye-catching front of store design showcases and differentiates the EDEKA brand.

Customer challenge

What if grocery shopping were more enjoyable? What if there were cozy lounge areas, Wi-Fi, abundant parking spaces, advanced online ordering with easy collection from lockers, and plenty of room for a wide range of shopping experiences?

This would definitely appeal to a lot of people, strengthen EDEKA's market position, and set new standards for the retail industry. With this strategic objective in mind, the EDEKA construction department has paid particular attention to its ultramodern flagship store in Gaimersheim—with an imposing glass façade, varied shop architecture, and wide-ranging appeal. These features are perfectly underpinned by its brand-new lighting concept.

Solution

EDEKA had a clear vision of their desired end state. But sometimes initial ideas are thwarted by technical restrictions. By acting as a consultant and partner throughout the entire planning process, we co-created the lighting concept with EDEKA and ensured the system and software implementation mirrored their original idea.



“That is what I call solution-based consultancy. We have acquired the exact lighting we had envisaged for our new shop concept.”

Thomas Schulte, EDEKA

Interact – Making it happen

Interact Retail software gives the store maximum flexibility, efficiency, and sustainability. Developed especially for grocery stores, it offers a portfolio of software applications using connected LED lighting and state-of-the-art control technology. Sensors

and preprogrammed light scenarios make managing and maintaining the system easy for store manager Franz Käs. And he can make individual adjustments if he wishes at any time via the Interact Retail touch panel or software app on a tablet.



Attracting with light

EDEKA-blue light on the façade greets customers from afar, joined by a welcoming glow that shines through the glass façade, Philips Luminous textile with

dynamic content creates a relaxed atmosphere and gets customers in the mood for shopping. Efficient LED lights provide excellent visibility and guidance in the parking area.



Scene management

Redesigning store space is expensive and time-consuming, but our scene management software makes changing lighting configurations easy and

intuitive. Change light scenes to support special promotions, events, and activities that drive a better brand experience and customer loyalty.



First-rate results

Thomas Schulte and Nico Kessler from the EDEKA construction department are impressed with what Interact Retail and connected LED

lighting can do: “We were given excellent advice and have ended up with brilliant lighting solutions for our flagship store.”

Project details

- Up to 40% energy savings by switching to LED lighting
- Up to 35% additional energy savings via smart dimming software
- Management of several luminaire types via a single dashboard, including indoor and outdoor lighting

 Find out how Interact can transform your business

www.interact-lighting.com/retail

interact

© 2018 Signify Holding. All rights reserved. The information provided herein is subject to change, without notice. Signify does not give any representation or warranty as to the accuracy or completeness of the information included herein and shall not be liable for any action in reliance thereon. The information presented in this document is not intended as any commercial offer and does not form part of any quotation or contract, unless otherwise agreed by Signify.

All trademarks are owned by Signify Holding or their respective owners.