

CASE STUDY

LIGHTING UP BIG BOX HOME RETAILERS



LUXLINEAR™
LED LIGHT TUBE



LUXFIT™
LED LIGHT PANEL



LUXLINE™
LED LIGHT STRIP

SMART LIGHTING
ELECTRONICS POP DISPLAY
NATIONAL PROGRAM



BACKGROUND

Lighting for Lighting Control Displays

Big box retailers (BBR) sell everything a consumer needs for home and office, from furniture to lumber, appliances, lighting and a lot more. We all shop at these mega-stores for our homes, condos, apartments, offices, etc. They are our one-stop-shops for everything we need. Whether we are remodeling, renovating or just replacing something old with something new, they are the retail location we turn to.

We all know about product placement and the importance of ensuring that your product has a premium space within the retail location. However, with so many products, so much floor space and so much competition, the BBR's retail suppliers are always looking for ways to create new and innovative ways to show their product within these large retail spaces. More floor and/or rack space means more consumer attention which hopefully translates into greater ROI for both the supplier and the retailer.

Custom retail displays are a great way to grab a customer's attention, and illuminated displays are even more eye catching. So when one of the BBR's suppliers - which happened to be one of the largest lighting and controls manufacturers (LCM) in the world - decided to roll out an exciting new display to feature their products, LEDCONN became a big part of the display production team.





THE CHALLENGE

Showcasing Smart Lighting Controls

The display project was very ambitious - the LCM contacted the fabricator and charged them with designing and producing new displays that featured a wide variety of their products. When finalized, the displays would be fabricated and placed in over 1,300 BBR store locations nationwide. LEDCONN's role in the project was to create a clear, clean lighting solution that would effectively showcase the LCM's lighting products on the new displays.

LEDCONN worked with a display company who initially created the design of the displays. Per the LCM's direction, the display featured three product sections: Smart Lighting, Motion Sensors and a section for their largest selling retail product: Dimmers. Once the display design was finalized, LEDCONN's Engineering team went to work on the lighting solution.

Designing the Perfect Fit with Custom Backlighting

Being tasked with creating a lighting solution for a lighting controls company is not an everyday occurrence, but LEDCONN was definitely up for the challenge. Working with prototypes of the display, LEDCONN customized LED backlighting panels to precisely illuminate the graphic headers for each of the three product sections.

Once the panels were correctly sized for placement, the LUXLINEAR Slim Profile 1008 lights were installed for the undershelf lighting in the center of the display.

Overall, LEDCONN installed four (4) slim LUXLINEAR lights on the left side, four (4) on the right side of the display, all chaining to one power supply, plus the three (3) LED panel lights at the top.



**LUXLINEAR™
LED TUBE LIGHTING
SLIM 1008**



**LUXFIT™
LED LIGHT PANEL
(6500K)**



**LUXLINEAR™
LED LIGHT STRIP
(5600K)**

Once the design was created, the wire management/power management had to be addressed. The BBR is well known for using brightly colored and sturdy yet thin warehouse racks for displaying products.

Displays for the LCM had to be even thinner than the racks, which meant that the display had to be even thinner in order to slide beneath the product racks.

But this was no problem for LEDCONN. Known for their ultra slim yet powerful lighting products, the company's slim LED panels and thin LUXLINEAR LED lights easily fit behind the display's slim frame. The focus of the light was maintained inside the frame by applying opaque Silver+White tape around the slim frame lip.

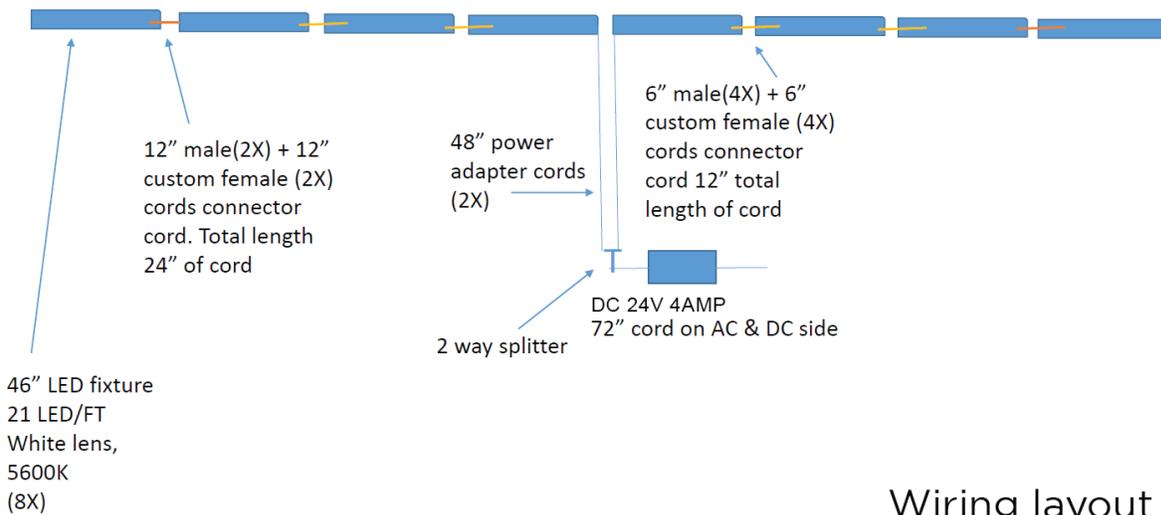
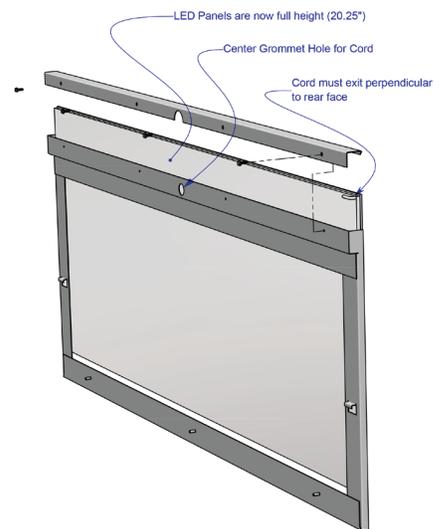
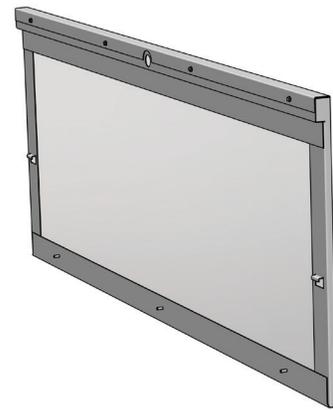
THE SOLUTION

Project Management + Mockup = Success

Once the lighting solution was in place and the LCM was pleased with the overall display, LEDCONN worked with the display company to produce and distribute 110 prototype displays for placement in BBR test stores around the country.

And this is where the LEDCONN Product Management team went into action. This team is part of the company's Value Proposition - they work with all LEDCONN customers to ensure that nothing is missed and the client always has a partner to oversee every aspect of the project. In this case, the PM team reached out to the fabricator to receive feedback on the lighting, wiring, placement, fit, etc. on the prototype displays. This ensures that no detail is overlooked.

An onsite mockup was created using the LUXFIT light panels to check feasibility and test the solution in the actual display. In several cases, hotspot issues had to be addressed on the light panels. LEDCONN was able to quickly solve this by switching the Silver+White tape around the LED panel to a plain Matte Silver taping which held the light within the dedicated space and did not allow it to leak out of the frames. In addition, the fabricator slightly increased the frame lip on the display to further tighten up the frame around the light.



Wiring layout
LEDCONN LUXLINEAR



THE FINAL RESULT

Fast Global Production & Delivery

After the changes were made, every detail was double checked and the displays were finalized, the displays went into production. The project was large and the production schedule was aggressive. The fabricator produced a total of 1,355 displays, with 500 completed sets to be manufactured and the lighting installed every 3 - 4 weeks.

Thanks to LEDCONN's Global Operations - dual production facilities in both China and California - the company was able to expedite production of the LUXLINEAR Slim lights and the LUXFIT LED light panels. They were able to meet the deadlines for installation of the lighting elements as well as assist with shipping the displays to BBR stores around the country through product shelves.

Do you need a lighting solution for your project? Our team is ready to help!
Reach out to us for a complimentary lighting consultation today!

