



Application Guide

Grocery Store Lighting

The Power to Turn Lighting into Bottom-Line Savings



B

Hair Care

Facial Soap

Toothpaste

Baby Food

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Enhance Your Store Lighting to Turn Browsers Into Buyers

Selling groceries is about more than just stocking the products your customers are looking for. For patrons, it's a highly visual and sometimes emotional experience. Showing fruits, vegetables and meats in their true — and most appetizing — colors is the reason why the luminaires lighting your establishment are so important.

Cree offers a complete line of LED luminaires that will enhance the atmosphere throughout your entire operation — from a safe and inviting parking area to an appealing sales floor to a well-lit warehouse — we've got you covered.

- Lifetime energy savings
- Virtually maintenance-free
- Interoperable with building energy management systems
- Almost zero UV & IR emissions
- Higher vertical light distribution
- Uniform, ambient & accent lighting
- Easy installation & upgrading





Sales Floor Lighting that Improves Your Customer's Experience

Customers won't buy what they can't see. That's why proper lighting for your store is so important. With unmatched high-lumen light, high color rendering and energy savings of up to 85 percent over traditional sources, Cree interior lighting puts the focus on your products to help customers focus on their buying decision.

Our luminaires are very effective, producing tremendous amounts of vertical light that are unsurpassed in the industry — meaning you need less power to illuminate every level of your gondolas. Cree® LED lighting solutions do not require relamping and are also dimmable, adding even more to your bottom line.



CS Surface/Suspended Ambient

- Outstanding vertical light levels
- Cree TrueWhite® Technology
- Deliver up to 8,200 lumens
- Efficacy up to 110 lumens per watt



Cree Edge™ Interior Round

- Over 20 NanoOptic® lens combinations
- Low-profile modular design
- Direct uniform illumination
- Precise light control
- Multiple mounting options



CR Suspended Ambient

- Cree TrueWhite® Technology
- Deliver up to 5,000 lumens
- Efficacy up to 130 lumens per watt
- CCT: 3000K, 3500K or 4000K



Specialty Counters that Make You Stop and Stay Awhile

Your store lighting can serve as a guide that leads customers throughout their shopping experience. Specialty counter lighting not only makes these areas stand out, but acts as landmarks to help your patrons navigate more easily.

Showcase your service departments in style. Efficient, dimmable Cree LED lights powered by Cree TrueWhite® Technology provide exceptional color rendering and crisp white light with superior color accuracy and consistency compared to alternative systems. That means more colorful flowers, redder meats and more appetizing breads, which all translate to more sales.



CR Troffers

- Cree TrueWhite® Technology
- Deliver up to 5,000 lumens
- Efficacy up to 130 lumens per watt
- CCT: 3000K, 3500K or 4000K
- Dimmable to 5%



KR Downlights

- Cree TrueWhite® Technology
- Deliver up to 2,650 lumens
- ENERGY STAR® qualified for commercial applications
- Dimmable to 5%



LR Downlights

- Cree TrueWhite® Technology
- Deliver up to 1,800 lumens
- Efficacy up to 90 lumens per watt
- Dimmable to 5%



Lighting that Makes Your Produce Pop and Sets Your Store Apart

You stock the most colorful and vibrant food available, but without high-quality light, how will your customers know their apples are fresh from the orchard?

Powered by Cree TrueWhite® Technology, Cree LED lighting provides beautiful light that approaches natural sunlight and is a more efficient solution than halogen lamps. Cree LED lamps have almost zero UV and IR emissions. This helps your produce stay fresher longer, so it looks as enticing as it would in natural daylight, showing your customers that you care about quality just as much as they do.



LRP Lamps

- Cree TrueWhite® Technology
- Deliver up to 1,000 lumens
- Multiple beam angle options
- 92 to 94 CRI
- Dimmable to 20%



LBR Lamps

- Cree TrueWhite® Technology
- Deliver up to 600 lumens
- 25° and 50° beam angles
- 94 CRI
- Dimmable to 20%



LM Lamps

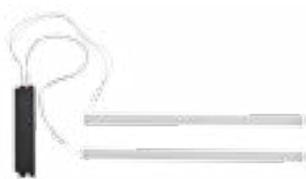
- Deliver up to 620 lumens
- 17°, 25° and 40° beam angles
- 83 CRI
- Dimmable to 5%



Crisp, White Lighting for More Productive Work Spaces

A well-lit space with high vertical yet low-glare illumination for areas such as the pharmacy offers greater visibility for the employees who are critical to running these areas safely and efficiently.

Cree® interior LED luminaires deliver a powerful combination of uniform light distribution with high color rendering, which is especially important for areas like the pharmacy where high-detail, color-critical work requires greater visual acuity. High vertical illumination in these areas also helps employees identify and locate inventory faster — even on the bottom shelves — making your operation run as efficiently as possible.



UR LED Upgrade Kits

- Deliver up to 4,500 lumens
- Efficacy up to 120 lumens per watt
- UL-compliant installation
- Step dimming to 50%



AR Troffers

- Cree TrueWhite® Technology
- Deliver up to 4,000 lumens
- Efficacy up to 100 lumens per watt
- Dimmable 0-10V



SR Downlights

- Cree TrueWhite® Technology
- Deliver up to 1,800 lumens
- Multiple color temperatures and shield angle options
- Dimmable to 5%



Invite Shoppers Inside and Provide a Sense of Security Outside

A shopper's first experience of your grocery store isn't the produce section or even the cart corral. Your store's first impression is made from the road. That's why the lights defining your perimeter, lighting your parking lot and illuminating the building are so important.

Cree® exterior lighting offers a virtually maintenance-free solution with optimum illumination, unobtrusive architectural blending and precise light cutoff. Put light exactly where you want it, not where you don't, while using a fraction of the energy of traditional solutions. Your shoppers will thank you — and so will your bottom line.



Cree Edge™ Area

- NanoOptic® Technology
- UL wet listed
- Dimmable control options
- Optional backlight cutoff shield
- International Dark Sky Association approved



CPY Series Canopy & Soffit

- Slim, low profile
- Deliver up to 13,600 lumens
- Exclusive DeltaGuard® finish
- Dimmable control options



Cree Edge™ Security

- NanoOptic® Technology
- UL wet listed
- Optional backlight cutoff shield
- Dimmable control options
- International Dark Sky Association approved

Grocery Store Interior



Savings Analysis*

Cree LED Lighting

Symbol	Luminaire	Qty	Watts	Total Watts
	CS18™	325	75	24,375
	CR22™	28	32	896
	CR24™	10	44	440
	LR6™	53	11	583
	CPY250™	17	82	1,394

Incumbent Lighting

Equivalent	Qty	Watts	Total Watts
T8 Fluorescent Industrial	325	120	39,000
T8 Fluorescent Troffer	28	48	1,344
T8 Fluorescent Troffer	10	88	880
90W Incandescent	53	90	4,770
PSMH Canopy	17	320	5,440

Total Savings

51%
ENERGY SAVINGS

233 Hrs
TIME SAVINGS

\$168K
LIFETIME SAVINGS

Add Green to Your Bottom Line in More Ways than One.

Installing energy-efficient Cree LED lighting offers lifetime financial benefits in the form of lower energy bills and maintenance costs. In a grocery store like the one shown here, these savings can add up to a significant amount — \$168K over the life of the product.

What could you do with that \$168K? How about reinvest the savings back into your business to increase efficiency in other ways, like upgrading your refrigeration system to save you even more over time. Or enhance your customer experience by expanding your pharmacy or specialty departments to grow sales faster.

The possibilities are endless, but the end result is clear: with Cree LED lighting, you have the power to turn your savings into tangible bottom-line benefits.

* Savings and payback are representative of what customers could expect operating in a typical new construction grocery environment using comparable products. To see how these savings were achieved and to calculate your own, visit www.cree.com/payback.

PROVEN INNOVATION & SUPERIOR VALUE

The innovative technologies that make up Cree products have revolutionized the lighting industry by making high-quality, sustainable LED lighting affordable and available to all. With this advantage, we remain at the forefront today, dedicated to developing new LED lighting solutions that improve both our customers' spaces and their bottom lines, and all backed by an incredible warranty.

Cree 10-Year Limited Warranty

Light your store with confidence. Cree offers a 10-year limited warranty that covers the broadest product range in the industry. As a leading innovator of LED chips, components and lighting, Cree has over 20 years of experience in commercial LED development, bringing an unprecedented level of expertise to all facets of the LED lighting design and development process. Cree's 10-year limited warranty covers the majority of globally-available, commercial-grade indoor and outdoor fixtures. To learn more, please visit www.cree.com/lighting/products/warranty.

Cree TrueWhite® Technology

The products on display inside your store need to be properly illuminated to showcase your fruits, vegetables and meats in their true — and most appetizing — colors. Don't let insufficient color rendering from poor lighting diminish your customer's shopping experience. Powered by Cree TrueWhite® Technology, only Cree indoor LED fixtures can deliver our exclusive combination of industry-leading efficacy, a color rendering index (CRI) of 90+, and consistent warm or cool color temperatures.

BetaLED® Technology

NanoOptic® Technology

Available in more than 20 distributions, Cree LED fixtures featuring NanoOptic® Technology provide new possibilities for highly optimized and application-specific target illumination performance. The patented refractor system offers superior light control with more lumens delivered in the target area, improved uniformity ratios and controlled high-angle brightness.

DeltaGuard® Finish

Exclusive to Cree LED outdoor fixtures and poles, the DeltaGuard® Finish is the finest industrial-grade finish available that provides UV-light resistance, corrosion resistance, fade protection and more. Every outdoor fixture follows an exclusive 18-stage full immersion process that includes cleaning, pretreatment, epoxy E-coating and an ultra-durable powder topcoat.





Facilities featured in this brochure include:

- Bashas' Supermarkets
- Cub Foods
- Top's™ Markets
- Walmart®

Add More Green to Your Bottom Line

Learn more at: www.cree.com/lighting/grocery | grocery@cree.com | 800.236.6800

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