

## Enhancing the shopping experience with Interact Retail

EDEKA group is dedicated to food retail innovation. With roughly 11,700 stores and an annual profit of €44.8 billion, EDEKA is Germany's leading supermarket chain. Interact Retail has helped transform their store in Hamburg, Germany.

### Customer challenge

In an increasingly competitive retail environment, EDEKA was looking for a lighting system that would enhance the in-store experience for their shoppers and differentiate them from the competition. In addition, the lighting needed to be smart and flexible, with an intuitive interface to make lighting management quick and easy. Cost savings and energy efficiency were important factors as well.

### Solution

With Interact Retail Lighting management, Energy optimization and Scene management software, EDEKA now enjoys improved flexibility, an increase in energy savings, and delivers an enhanced shopping experience to its customers.



"An innovative lighting concept was the top priority for me—I think that we have created a wonderful shopping experience for our EDEKA customers."

Dirk-Uwe Clausen, owner-manager of EDEKA Clausen in Hamburg



## Interact – Making it happen

Using Interact Retail Scene management software, LED lighting can be used to create zones throughout the store. These zones correspond with different departments, ensuring an interesting and unique experience for shoppers. Additionally, varying light levels help engage shoppers and guide them further

into the store. Interact Retail Scene management also allows for light recipes tailored to each food type for optimal fresh food preservation and presentation. Subsequently, produce shelf life is extended, which reduces food waste and improves the in-store experience for customers.



### Fresh food LED light recipes

The right lighting can make a big impact on the success of your fresh food department. Innovative Fresh food light

recipes enhance food preservation and presentation, extending shelf life and ensuring that food always looks its best.



### Scene management

Beautiful, unforgettable light is essential to a great retail experience. Use light recipes and zoning to highlight promotions and customer

events, or to tailor areas to specific audiences. Create stopping power, build your brand, and encourage customer loyalty through lighting color and movement both inside and outside the store.



### Energy optimization

Energy-efficient LED lighting and smart lighting control minimizes lighting energy consumption and helps you achieve your sustainability

goals. Monitor energy usage in one store or a chain of stores for the insight you need to optimize operations and reduce costs.



### Lighting management

Simplify lighting maintenance and management with Interact Retail. Staff can easily manage connected lighting with a dashboard or app that

configures, groups, and schedules lighting. Automatically generated alerts notify store managers of lighting issues and outages for immediate response.

## Project details

- Lighting was designed to accentuate the store's high ceilings (8 m), abundance of daylighting, and 2,000 m<sup>2</sup> modern interior
- LED lighting Fresh food recipes were ideal for illuminating different departments appropriately
- Managers can easily adjust the lighting, based on schedule or for special events

➔ Find out how Interact can transform your business

[www.interact-lighting.com/retail](http://www.interact-lighting.com/retail)

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