



## Enhancing the shopper experience with future-ready Interact Retail

Hoogvliet supermarket has created a differentiated in-store environment in its new store with LED lighting controlled by Interact Retail software.

**“We can now display all our products in the best possible way by varying light levels. This wireless system allows us to save on installation and material costs, and on energy.”**

Marco Brienen, construction and technology project manager at Hoogvliet

### Customer challenge

With nearly 70 supermarkets in the Netherlands, Hoogvliet aims to offer its customers the highest quality product combined with an excellent in-store experience. The supermarket chain wanted to deliver on this promise with its new store in Scheveningen.

### Solution

Ease of installation and maintenance, combined with the low cost of materials, were key advantages to choosing Interact Retail. The lighting in this store is connected via sensors and wireless group controllers to the electricity cabinet, avoiding the use of cables, which can be costly and complex to install.

Software applications add further value for Hoogvliet. With Interact Retail Lighting management software, automated schedules ensure light levels match opening hours or can be adjusted to harvest available daylight. Areas of the store that are used very little, such as the employee cafeteria, can remain unlit when not in use, resulting in energy savings and cost reduction.

## Interact – Improved shopper experience

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

Interact Retail is future-ready and supports the possibility of integration with other sensors or systems in the future without the need to install additional infrastructure.



### 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.



### Energy optimization

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

Interact Retail lets you monitor energy usage in one store or a chain of stores, giving the insight needed to optimize operations and reduce costs.



### 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.



### Cost savings

Switching to LED can reduce energy costs by up to 40%, and smart dimming scenarios can save an additional 35%. The wireless installation at Hoogvliet

realizes additional savings by using sensors to connect lighting to the meter box and wireless group controls, avoiding the use of cables, which can be costly and complex to install.

## Project details

- Wirelessly connected LED lighting saves on costly copper
- Management of several luminaire types via a single dashboard

 Find out how Interact can transform your business

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

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