



PROJECT
LIGHTING
SOLUTIONS

Retail LED Lighting

Intersport Traralgon, VIC

New Intersport Traralgon store fitted with Aglo's LED fittings.



*Continually improving
your lighting experience*

“ We are very pleased with the service and product we have received from Aglo Systems. Working with the sales and lighting design departments is easy with clear communication and quick turnaround on lighting designs for each store. They provide innovative lighting design concepts and we find their fittings are competitively priced. ”

Melissa Guthrie, Director - Detail Retail



Opportunity

Intersport is a global sports retailer with 5,500+ stores in 44 countries operating on a franchisee model. Intersport Australia opened in 2014 with 37 stores, has already grown to 50 and aims to be a leader in the Australian sporting retail market with 100 stores projected by 2019.

Aglo Systems has been providing lighting design services and fitting supply to Intersport stores since 2016, with 4 stores currently completed to date.

Solution

Working closely with Intersport's shopfitter Detail Retail to complete the project, the initial lighting design brief was to follow the same concept as the Casuarina, NT store using Aglo's Cast spotlights as the feature. However due to the large size of the store and many fittings being used, Aglo's Lighting Design team recommended using Venice Maxi fittings for a more cost effective solution.

Our Lighting Design team were challenged with the large floor space, which required a design that would evenly illuminate the multiple, wide gondolas spaced around the store. The solution for this was to use Venice Maxi spotlights with two different beam angles; 20° and 45°. Using a narrow beam angle will create direct light on the stock, whilst using a wider beam angle will evenly illuminate the larger gondolas. The lux levels achieved on the gondolas were 1600-2000 lux.

In addition to Venice Maxi spotlights, Wally fittings were used to avoid scalloping along the wall bays and provide an even illumination from ceiling to floor. The store's open ceiling design is black in colour, so to suit this design all spotlight fittings were supplied in black. To illuminate the change rooms Queens Fixed downlights were installed. All fittings have a cool white colour temperature of 4000K and high CRI 90 for excellent colour rendering of stock.

Following the same interior lighting design concept as other Intersport stores, blue LED extrusion was used in 2m strips to run around the perimeter of the store's bulkhead. This type of lighting creates a halo like effect.

Prior to the store's opening, Aglo's Lighting design team attended the Traralgon store to angle each fitting and correctly illuminate the merchandise according to the lighting design layout.

Products Used



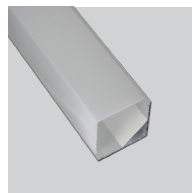
Venice Maxi



Wally



Queens



Stealth-4XLSQ