

A wide-angle photograph of an Optus retail store interior. The space is bright and modern, featuring white display counters, wooden flooring, and a variety of lighting fixtures. A large, circular, blue-lit pendant light hangs from the ceiling. Track lighting is installed on the ceiling, and smaller circular lights are visible. The store is filled with product displays, including smartphones and promotional materials. A person is visible in the background near a service counter.

PROJECT LIGHTING SOLUTIONS

Retail LED Lighting

Optus nationwide store roll out



*Continually improving
your lighting experience*

“greater group have been using Aglo as one of their key lighting design and supply agents for many years now. We find their quality, price and service (both supply and support), excellent. I would happily recommend them.”

Neil Arrowsmith, CEO Global / Partner, greater group



Opportunity

Telecommunications giant Optus wanted a new look for their retail outlets and commissioned retail consultants greater group to design a store that was innovative, simple, and most important of all, bright. Knowing that lighting would play a key part of the redesign, greater group contacted Aglo Systems to provide the latest in lighting technology that would illuminate each store, giving it a crisp, clean finish.

Solution

Aglo's Frost spotlights were utilised on modern, track lighting for practicality and versatility, which assist to draw the customer's focus to the right merchandise displays. Aglo's tiltable Comet downlights were recessed into the wall panel displays for additional depth and feature highlighting. The decorative white pendants were also supplied by Aglo and used to create a unique feel while remaining consistent with the branding and the rest of the store's design.

Thanks partly to Aglo's efforts, greater group were greeted with critical acclaim. When they began rolling out their stores, they were awarded not one, but two Sydney Design Awards – Best Retail Interior Design and Best Marketing Brand Experience. To date, over 170 stores now feature Aglo's lighting within their fitouts. We are proud to have helped them achieve such a prestigious milestone.

The Aglo/greater group partnership

At Aglo, we have always valued our relationship with our customers – service is not just a word to us, it's a philosophy. When we began our partnership with greater group, we understood that the proposed number of stores would be a big commitment. We worked with greater group to build rollout plans for their sites and laid out a section of our warehouse to hold stock solely for Optus luminaires. As a result, Optus stores across all of Australia receive our lights according to their schedule.

greater group have seen our service – our philosophy – in action. And as they roll out their next projects, they know that they have Aglo Systems to rely on for all their lighting needs.

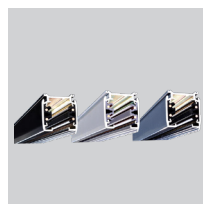
Products Used



Comet



Frost



Powertrack



Custom made pendant