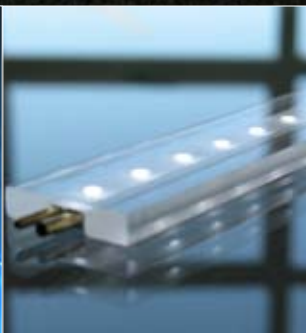




LIGHT EMPOWERS DESIGN



EXPERT DESIGNERS OF LED'S
40 Woodlands rd
Woodstock, 7925
Cape Town, SA
www.ledlighting.co.za



SEOUL SEMICONDUCTOR

One of the World's leading LED manufacturers
www.acriche.com

LED Lighting South Africa works in close collaboration with Seoul Semiconductor (SSC) who specializes in the manufacture of Light Emitting Diodes (LEDs). While SSC focuses on the manufacture of high quality LEDs, LED Lighting South Africa builds these LEDs into energy-efficient, long lasting finished lighting applications for the signage, architectural and shop fitting industries.

Redesigning the shopping experience to draw in shoppers

Turning shopping into a green adventure



The fresh department greets customers with its colour and freshness and the wooden finishings create a farmer's market feel in Woolworths Food Constantia.

A creative, yet functional store design is essential for creating a memorable shopping experience for customers and is one way to ensure that your store stands out from the rest. The move towards a more natural and honest look, combined with the need for energy efficiency and sustainability is at the forefront of current store design trends. Introduce some of these design innovations into your store and turn your customers' shopping experience into a green adventure.

Back to nature

"There is definitely a move towards the honesty and realness of the space and the product in store design," says Liza Wapenaar, re Form design consultant. Head of store design at Woolworths, Errol Solomon, says that incorporating this direction in foodmarket design involves a manipulation of natural aesthetic materials and a nostalgic return to the green grocer, or farmer's market attitude. "We have recognised a more real and honest food-market aesthetic, by using a lot of natural timber, raw concrete columns, ceilings and floors," he says. Woolworths Food

BY LAURA DURHAM

Constantia has successfully achieved this look with South African pine and a concrete coloured floor, creating a more warehouse appeal.

Taste in space

"The focus is on creating comfortable spaces where people linger more – more tactile and honest. Functional spaces with logical flows are still the core," says Wapenaar. The emphasis is therefore on making the most of the space on hand, creating a shopping journey for the customer and navigating them around the store.

"The premise of good design is twofold. The first and most important is the space planning – a functional, user friendly flow, which invites the customer to browse the store thoroughly, and not necessarily head for a specific destination, thus creating impulse buys," says Nina Deggar, design consultant for StoreWorks.

Woolworths Food, Constantia has introduced wider aisles to navigate customers in their shopping journey. "The layout was bordering on becoming monotonous and customers were shopping the same patterns day in day out so we needed to shake it up and add interest points to entice and allure the customer along their journey," says Solomon. Wide

aisles are important to ease congestion and to suit the specific target base, which in Woolworths Food's case, is generally working women who stop off to pick up essentials and that evening's dinner after work. Along the aisles then, areas of interest were framed to break the long aisle – this definitely changes the pace of the usual food aisle. "Today's customers are also more likely to suffer from 'trolley rage', so space planning between aisles and in high traffic areas is crucial," says Lowden Harvey, director of StoreWorks.

"We don't often have the luxury of a lot of space so one of the focuses is to use less space more effectively; it is about creating a compact efficient space," explains Wapenaar. Here, product placing and introducing points of interests around the store becomes vital in the creation of an exciting shopping adventure for the customers. Another way to create the journey idea is to experiment with the layout of the service departments.

Woolworths Food Constantia has created the illusion of an old-fashioned High Street at the back of the store with their service departments. Black cottage pane windows were used as dividers between the gourmet cheese counter, bakery, fresh fish and butchery departments, producing a store-within-a-store feel. Using the right lighting and finishings adds to this homestyle ▶

A lighter future with energy savings



**R50 million in a year was
saved by one of our clients
across their group**



We service South Africa's leading retailers:

- **Our total care package – a cost-effective fixed fee solution that covers all of your requirements**
- **Energy saving retrofits – we have the fastest, most cost-effective solutions available on the market, backed up by comprehensive full maintenance guarantees.**
- **Legislated fluorescent lamp disposal anywhere in South Africa, backed up by Certificates.**

As lighting maintenance specialists with an established national network, we are able to deliver energy saving and other such solutions nationwide

**Don't replace your entire lighting system!
We improve what you already have**

086 111 NOVA
www.nova.co.za

NOVA LIGHTING
since 1981

Lighting is the quickest and easiest way to save electricity

We are an accredited ESKOM ESCO and are also involved in CFL collection and disposal solutions with leading retailers nationwide



Wider aisles make for an easier and much more pleasant shopping experience for the Woolworths Food Constantia busy, working women customer base.

STORE DESIGN ►

atmosphere. "Lighting and signage also play an important role in conveying an overall look and feel in the store, for example, creating a rustic 'olde worlde' style bakery and using appropriate fonts and aged finishes to create this ambience," Deggar says.

Getting light right

Lighting is a key element in store design and when colours and lux levels are used effectively, it creates the desired atmosphere in a store. "Our stores have always been well lit as it is our experience that while dimmer lights may create ambience in some retail environments, in supermarkets customers feel more comfortable in a well-lit space," says Izak Joubert, director of Property and Store Development at Pick n Pay.

But lighting does more than create the right atmosphere. "It influences the amount of foot traffic that comes into the store, it influences customers' impression of the store (aesthetic appeal), and it influences the decision of customers to purchase goods that are being merchandised," says Trevor Dick, OSRAM LED specialist. The designer can illuminate the perimeter of the store to influence the customer to walk around the entire store. "The other technique is creating focal points where specific displays are illuminated in an appealing way so as to create interest in those areas, or to use ground lights to lead the customer where you want them to go," says Dick.

In accordance with their newly introduced farmer's market concept, Woolworths Food uses lighting to create this comfortable and warm atmosphere.

"It has the heart of a supermarket and the soul of a deli," Solomon says.

According to Paul Pamboukian of Paul Pamboukian Lighting Designers, "stores have reverted back to specific lighting, instead of overall carpet lighting. Stores are implementing spot lighting, focusing light, rather than utilizing blanket light, which casts a light over the entire store floor". The position of light and the choice of colour are both important factors to consider in store lighting.

"General illumination in the store should not detract from the illumination of the merchandise on the shelves," says Pierre van Helden, head of business development of LED Lighting South Africa. "The aisles between the shelves should not be more illuminated than the shelves themselves. For this reason, the position of light above the shelves is critical," he adds.

A well-lit back area is a way to draw customers deeper into the store. Woolworths Food Constantia achieved this with their store-within-a-store concept with their service departments. The bright, warm lighting makes this area a destination department for customers.

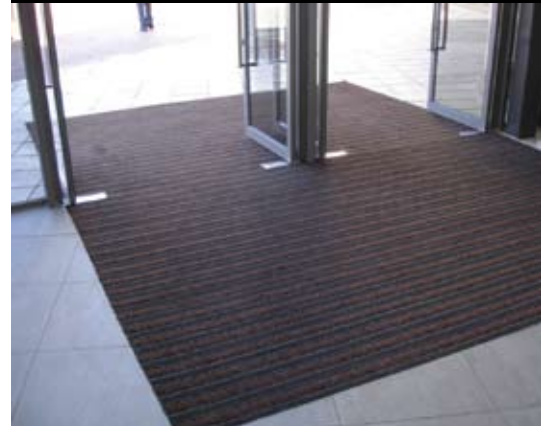
Design for your brand

Many stores get so excited about the latest trends and opportunities in store design that they do not consider that the new look might not be right for their brand. For example, the choice of lighting must suit the merchandise in the store. "There are many examples of where store owners have put sophisticated, fun and interesting, energy saving lighting with fancy controls in place, only to discover that the lighting made a brown shirt in the store look olive, or a mauve blouse look red, which can only lead to customer confusion," says van Helden. ►



Importers and manufacturers of custom made commercial and industrial matting, logo mats, entrance mats, food service duckboards, anti-fatigue and change-room matting.

Large variety of mats available in Rubber, Vinyl, PVC Floor Tiles, Polypropylene, Polyamide, Coir and Cotton.



Create a welcoming entrance
Improve longevity of floor finishes
Make cleaning more effective

MATCO MARKETING

Tel: (011) 452 7961

Fax: (011) 452 7965

E-mail: sales@matcomats.co.za
or calvin@matcomats.co.za

www.matcomarketing.co.za

QUALITY WIRE PRODUCTS FOR THE RETAIL INDUSTRY

With over seventy years of experience, Cape Gate is South Africa's market leader in the steel wire industry. Well-known for their wide range of quality merchandising and shopping trolleys, Cape Gate's extensive range offers product handling and display solutions to retail and industry alike.



▶ Materials Handling



▶ Shopping Trolleys



▶ Retail Shelving

HEAD OFFICE - CAPE TOWN:
Tel: +27 (21) 937 7123
e-mail: clsales@capegate.co.za
DURBAN: Tel: +27 (31) 709 2670
PORT ELIZABETH: Tel: +27 (41) 486 2538
BLOEMFONTEIN: Tel: +27 (51) 435 2081
JOHANNESBURG: Tel: +27 (11) 483 8541/2
GEORGE: Tel: +27 (44) 874 3736/7



The service departments at Woolworths Food Constantia are separated by black cottage pane windows – this creates a mini 'High Street' using the store-within-a-store concept.

STORE DESIGN ▶

Store owners should always be on the lookout for the latest gadget on the market or the trends that are in-season but they need to align these new ideas with the store brand. As Wapenaar explains: "The aesthetics is the canvas to the product and personality of the retailers. This should not overpower the product but create a complete package for the shopper to feel comfortable in. The focus is to make each visit a return visit and this happens from the design to music, from operations to service."

Sound success

Music is one of the elements that must be carefully chosen to suit the store because it has a big impact on a customer's shopping experience. According to Solomon, older customers prefer a quiet store. "But as a brand, we have to become more modern and listen to younger customers," he says. Music helps make shopping a mood experience. In the Woolworths stores, different music is played in the clothing (adult contemporary) and food (classical, jazz, mood) departments. "Feedback from our stores in the CBD shows that customers want more music that speaks to black people. We will never play street music but are looking for music that relates to the customers but still suits the Woolworths brand," he says.

Aesthetics versus functionality

There is no point spending a lot of money on making a store look pretty and ignoring the long-term cost of functionality and durability. Beauty, after all, fades with time.

THE SWITCH TO LED LIGHTING

The rising Eskom bills have forced businesses to look at new options in lighting technology, taking into account the accumulative operational costs associated with powering a lighting system. LED Lighting South Africa offers the following tips to businesses that are considering upgrading and/or refurbishing shop fittings.

- Determine where the light is required and use LED light fittings to focus the light in the correct area.
- LED light fittings are particularly effective in areas where a narrower radius of light is required (display windows, feature displays in-store) or where the distance to the product is low (interiors of cabinets, freezers, refrigerators, cove lighting etc),
- Light-emitting diode (LED) lighting is more energy-efficient and economical in the long term. The higher up front costs are outweighed by energy savings and lower maintenance costs bringing break even for some products to less than 18 months.
- Make sure the LED light fitting is of high quality to ensure it lives up to the promise of long life. There are too many products on the market damaging the long life reputation of LEDs.
- LEDs also generate less heat than traditional light bulbs, and dissipate their thermal energy back into the mounting fixture.

Invest more in the flooring and fittings rather than the peripheral finishes such as paint, tile and lighting. "One needs to bear in mind that your fixtures and fittings are a long term investment, whereas décor trends change quickly, and as such should not be over-emphasised," Deggar says. According to Joubert, the most important factors to consider when choosing the flooring of a Pick n Pay store, or any other store for that matter is "durability, aesthetics and noise levels".

One of the latest trends in store design is replacing checkouts with express pay point counters, says Deggar. "Retailers are starting to realise the value of moving their customers through the tills quickly for convenience sake, as well as creating more valuable retail space. The emphasis is less on the 'aesthetic design' of the units and more on their functionality and durability".

Lean and green

The international hype over global warming, reducing carbon emissions and greening businesses has seen a massive change in the way we look at store design. This trend, combined with rising electricity costs in South Africa (up by 24.8% from July) means that energy efficiency and sustainability is key when deciding on store design. Lighting contributes significantly to the energy bill of a store but there are many ways and products that can minimise this contribution. According to van Helden, "using light-emitting diode (LED) technology will definitely meet both energy consumption requirements and the high quality standards required by lighting designers in their designs of stores". LED bulbs are also mercury free, unlike compact fluorescent lamp (CFL) bulbs, thus making it the better choice in terms of environmental disposal as well. Dick advises store designers to consider lighting earlier in the design phase as opposed to doing it last minute. "This will allow better energy saving and thus have a greater impact on the final product, which essentially equates to greater profit," he says.

Most stores are putting in green steps to become more environmentally friendly, as well as cost-effective. In the new

Hurlingham store (to open later this year), Pick n Pay is installing 100 kilowatts of photo-voltaic capacity that will generate between 8–20% of the store's power when in operation. "Another first is the installation of daylight harvesting, through sky lights and dimmable lights that go along with that," Joubert says. ▶

The big trend is real and honest and using a lot of natural timber, like the South African pine in Woolworths Food Constantia, brings store design back to nature.



From innovation . . .



to dream creation

From gondola shelving and racking systems to custom made counters, checkouts, bulkheads or specialised merchandising units, we provide you with a comprehensive service you can rely on.



StoreWorks operates nationally and undertakes projects throughout Southern Africa.



CALL US NOW FOR YOUR ONE STOP SHOPFITTING, SHELVING AND RACKING NEEDS.

Tel: +27 11 613 3839 Fax: +27 11 613 3808
20 Brunel road Tulisa Park Johannesburg
e-mail: lharvey@storeworks.co.za
website: www.storeworks.co.za



StoreWorks
Store Design • Development • Fitting



Woolworths Food Constantia illustrates the change in the Woolworths design from the market concept to one that incorporates the 'real and honest' trend in international store design.

"The onus is upon the retailer to be clear and concise about what he or she is hoping to achieve from their store design, and communicate this to their shopfitter. In this manner, the design will suit the retailers specific set of circumstances, as well as guide the designer as to which finishes and specifications are most effective in the setting."
Nina Deggar, design consultant for StoreWorks.

STORE DESIGN ►

Communication is key

When considering a refurbishment of an existing store or designing a new store, clear communication on all fronts is key for a successful concept. Know your brand, your customer base and your budget and then incorporate the latest trends and innovations on the market accordingly. Here's the advice of two South African store designers:

"The two main focuses are the stores operations and the customer satisfaction and there must be a synergy between the two for a successful store. It's creating maximum potential for sales by providing an enjoyable and comfortable shopping experience. Know your market: involve your customer base in the design process through surveys and focus groups. Ask questions and involve them. It is very easy to assume who your customer base is but get it wrong. Creating interest for the shoppers in promoting 'real' food served by 'real' people." *Liza Wapenaar, re Form design consultant.*



Design, Manufacture & Install!

The largest manufacturer of gondola shelving in South Africa, with the widest range of accessories.

GONDOLA SHELVING

CONTACT:
 JOHANNESBURG
 HEAD OFFICE
 Tel: 011 724 1570
 Fax: 011 724 1510
 414 Heidelberg Road
 Tulisa Park
 Email: info@storequip.co.za
 www.storequip.co.za

CONTACT:
 BLOEMFONTEIN BRANCH
 Tel/Fax: 051 432 9718
 16 A/B Philip Fourie Street
 East end
 Bloemfontein
 Email: kkbloem@storequip.co.za








Member of the storequip Group