



## SYLSMART DELIVERS FRESH LIGHTING TO POD

Feilo Sylvania, the global lighting specialist, has given Pod's Chiswell Street store in London a fresh new look thanks to its new SylSmart offering. Combining the latest lighting technology with Feilo Sylvania's expert knowledge, SylSmart delivers a dynamic, adaptable and controllable lighting system to improve Pod Chiswell Street's in-store customer experience.

Healthy food-to-go retailer, Pod, has 24 stores in central and west London and prides itself on delivering delicious, nutritious, innovative and freshly prepared food. With Feilo Sylvania's London offices directly opposite a Pod outlet, the team noticed that the Chiswell Street branch was inadequately lit and knew that SylSmart could make a real difference to the site.

This particular store is located in a challenging building for good lighting due to its glass frontage and lack of space for exterior signs. As well as the building design posing difficulties, the existing halogen lighting scheme was not fit for purpose, as Dagmara, the General Manager



### KEY FACT

**Client:** Pod

**Project Planning:** Feilo Sylvania

### KEY OUTCOMES

- A new and inviting environment created for customers
- A controllable lighting scheme that improves the environment and saves energy
- Easy to install and use system

# Concord Lumiance SYLVANIA



of Pod at the time explains, “We were starting to have a number of maintenance issues with the lighting. It would fail and we’d need to get someone in to fix the problem, which causes disruption to our customers and staff alike. However, more importantly, customers couldn’t see if the store was open even with the lighting on, especially at breakfast time which should be a busy period for us.”

The brief to Feilo Sylvania was to create an attractive, bright and dynamic location that felt inviting to customers and projected Pod’s branding outside of the store. The major benefit of SylSmart is that thanks to Feilo

Sylvania’s comprehensive resources, they are able to provide a solution that incorporates varied technologies offering the best option for a specific site. In this instance, the team at Feilo Sylvania put forward two designs utilising different SylSmart technologies and worked with Pod to select the option that fitted their needs best.

Every product installed at Pod’s Chiswell street site incorporates the SylSmart Standalone Scene solution, a wireless lighting solution that is quick to install, easy to programme and can be updated on site through the mobile app. Previously, Pod only used an on and off setting

for its lighting but now it has full scene setting and dimming capabilities. The lighting can be changed according to the season, daily patterns and even promotions and events. There is also a night-time scene to encourage passing trade.

The products selected for Pod included track-mounted Concord Mini Continuum II LED linear luminaires, which have been installed throughout the shop to improve ambient levels and provide a uniform lit effect. At the end of each track, Concord Beacon XL Muse spotlights have been fitted, to provide accent lighting to focal points in the store.

To draw customers in and maintain presence on the high street during the evenings, RGB colour changing Lumiance LED strip lighting has been installed to reflect Pod’s branding and create a dramatic effect. Feilo Sylvania has also installed two Concord Beacon GOBO Projectors so Pod’s logo can be projected onto the pavement to entice customers into the store, especially on dark winter evenings.

“The new lighting not only allows us to create a warm and friendly environment for our customers but it also encapsulates our brand,” Rosie Parkes, Senior Marketing Manager at Pod. “We can adapt the lighting when we are running a promotion or highlight to customers that we have a new menu, it’s a visual extension of our marketing and brand ethos. We’re delighted with the new lighting scheme and the added benefit it is bringing our store.”



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One piece of track has been installed above the tills to ensure the staff can easily be seen when the restaurant is open. Lumiance LED colour changing strip lighting has been used to highlight grab and go snacks and the Pod staff will be monitoring purchases of these items to see if the lighting makes an impact on sales. To enhance the customer experience, Feilo Sylvania suggested warm lighting for all seating areas and installed surface mounted Concord Mini Continuum II LED luminaires.

The installation, which was undertaken by Lee Wolfe of Finished Effect Refurbs Ltd, was a seamless operation with the work taking place over two nights, causing minimum disruption to the store and its customers. Lee had not used these products before but also commented on how easy the innovative fittings made the installation process, "The Mini Continuum was especially easy to retrofit, with most mounted onto track and others installed in ceiling grid fixings. All the other lighting systems installed were either bonded in place or screwed. I used the basic settings with the app to test the newly installed luminaires and found this very easy to navigate and operate."

The previous lighting had an energy load of 2,500W but now it has been upgraded the

load is just 710W, resulting in over 70% energy savings. As the newly installed LEDs emit less heat than the previous halogen lamps, the air conditioning does not have to be on as much resulting in lower running costs.

"This pilot project has been great for us," comments John Postlethwaite, Executive Chairman at Pod. "It has demonstrated how we can reinvigorate our stores by upgrading our lighting to an energy efficient and well-controlled alternative. As we gather more data and understand the benefits, we will consider rolling out the lighting across our other 23 stores."

## KEY BENEFITS

- Inviting Environment
- Controllable lighting
- Easy to use and install



## About Feilo Sylvania

Feilo Sylvania is a leading, full-spectrum provider of professional and architectural lighting solutions. Built on over a century of expertise in lamps and luminaires, Feilo Sylvania supplies internationally state-of-the-art products and systems to the public, commercial and private sectors. All over the world, people rely on group business divisions: Concord, Lumiance and Sylvania, for top quality, energy-efficient solutions.

[www.feliosylvania.com](http://www.feliosylvania.com)

by **FEILO SYLVANIA**