



ikio

LED LIGHTING

Up Your Retail Game With IKIO's  
Revolutionary LED Creations!

# Store Lighting

[www.retail.ikioledlighting.com](http://www.retail.ikioledlighting.com)

# Questions That The **Retail Store Owners Ask Themselves** Every Now And Then

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-  How to grab the attention of the customers and make them feel comfortable in the store?

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-  How to highlight certain apparel segments / seasonal or fresh collection?

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-  How to improve the overall aesthetics of the store?



# Perfect Lighting Is The Answer To All Your Questions!

**Fact:** 80% of the sensory information that our brains receive come from our eyes, impacting our mood on how we feel, what we think of a product, and ultimately to purchase or not.

**A** While there are many factors that help in setting up your store right, the pros of having **high-end RETAIL LIGHTS** in your outlet remains unbeatable.

**A** The different types of retail lights ensure that the customers:

-  Pay a visit to your store
-  Explore it comfortably
-  Check out the important segments

**A** All of this can be achieved when you have a reliable LED Lighting Partner and this is where IKIO comes in.



# Know IKIO Better!

## About Us

1



America's top 500 fastest-growing companies as per inc 5000.

2



Headquartered in Indianapolis, Indiana: a strategic location capable of catering to all across US.

3



6 World class vertically integrated manufacturing facilities in different countries.

4



An expansive collection of over 1000 DLC qualified products.

5



Serving Commercial, Industrial, Hazardous Locations, as well as Horticulture Applications.

6

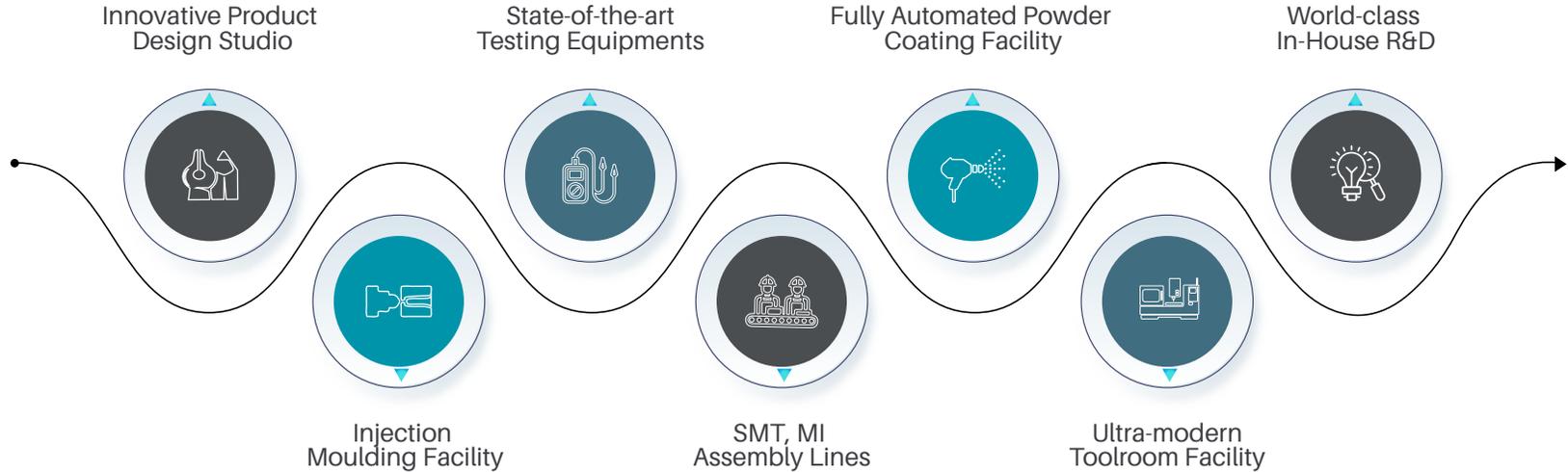


Existing clients — H&M, Adidas, Hilton, Reebok, etc.



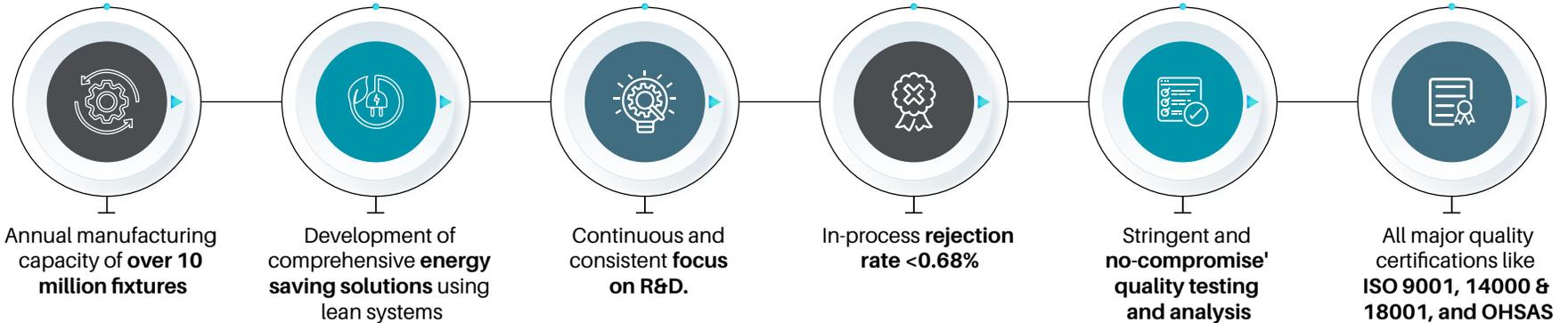
# Know IKIO Better!

## Manufacturing Prowess



# Know IKIO Better!

Our Excellent Manufacturing Capability Helps Us Achieve:



# Retail Lighting & The Growing Demand

## Why Is There A Growing Demand For Retail Lighting?

# 1.

Lighting, in the retail industry, was not given the due importance until very recently.

# 2.

However, lighting is a major aspect of our visual senses and hence its quality is of paramount importance at shaping the buying decisions of a customer.

# 3.

Several technical aspects of lighting can help us create an effective lighting system in a retail outlet.

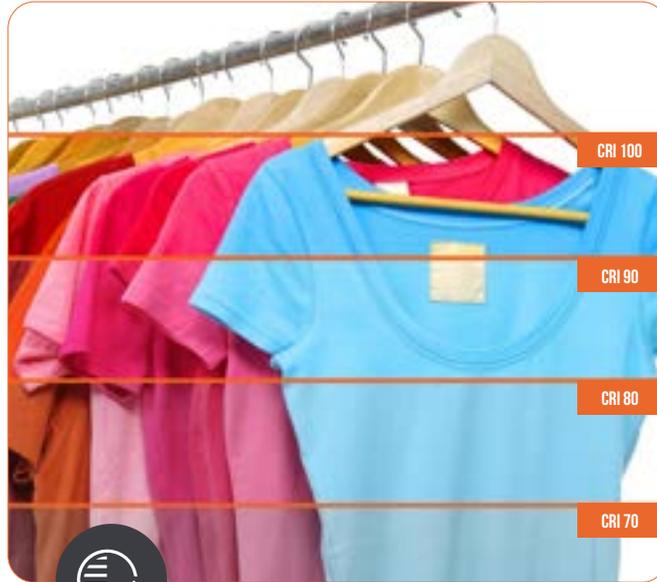


### Quick Story:

Gerry Weber, a German fashion retailer installed high-end retail lights in his store to highlight his key merchandise. He realized that the targeted customers felt comparatively more comfortable and spent more time exploring the merchandise. This boosted the sales of his business by 12%.

# 4

What Are They &  
How Do They Help?



## Color Rendering Index (CRI)

- ▶ Closer the CRI is to 100, the better is the color rendition of the object under it.



## Wattage

- ▶ Play with wattage to lead the customers to the important sections in your store.

## 4

**Correlated Color Temperature (CCT)**

- ▶ Light at CCT 2000-3500 K looks more orange (warm) & at +5100 K is bluish white (cool).
- ▶ The choice of CCT will depend on the mood you want to create for your customers.

**Beam Angle**

- ▶ Helps you create desired effect and highlight certain departments.

# The Impact of Quality Lighting

Comparing the lighting of same-store before and after quality analysis lighting.



- ▶ Standard Quality Lighting With No Major Consideration Given To Technical Aspects



- ▶ Superior Quality Lighting With High CRI and Wattage and Perfect CCT & Ideal Beam Angle

# 5.

Together these features help us achieve two major goals of a retail business:

- ▶ High Customer satisfaction
- ▶ Increased Sales

# 6.

Analyzing the benefits several retail brands started investing more on installing an effective lighting system.

# 7.

IKIO observed this growing demand and decided to venture into the retail lighting industry.



# IKIO's Entry Into The Retail Lighting Industry

Why Is This Right Time To Enter USA's Retail Lighting Industry?

01

## 2014; We Begin

IKIO entered the retail lighting industry in India in September 2014 and have built a huge client base since then.

02

## Tie Up With Big Brands

IKIO entered the retail lighting industry in India in September 2014 and have built a huge client base since then.

03

## IKIO Expands Business To The US Market

We then went on to establish ourselves in the US market as well — industrial & commercial lighting industry.

04

## Retail Lighting Ready For The US Market

Today, we feel completely equipped to further our solutions to the retail lighting segment, and so we are here!

05

## Worked For Global Brands

What's more? We have already catered to global brands like H&M & Forever 21 in the USA.



# Downlight

Downlights, also considered as Ambient lights, helps in the overall illumination of a space. Its main function is to illuminate the space to a comfortable level of brightness. These lights cater to almost all kinds of retail spaces and sometimes even commercial spaces.

## Features



They are installed into a hollow opening in the ceiling



The color temperature of a downlight helps sets the ambience.



They barely take any vertical space in the place of installation.

## Products

**Lucent** Downlight | **Spectro** Downlight | **Orbed** Downlight

# Track Light

Track lights, also considered as Accent lights, adds drama to a space by creating visual interest. Whether a small convenience store or a large departmental store, IKIO's track lights can be arranged in any space irrespective of the size. They can either be used as spot lights to highlight only a certain section of your store or they can be used to evenly illuminate the whole store.

## Features



Can be surface mounted, recessed, or suspended.



Are highly customizable, low maintenance, and flexible.



Allows you to create the desired visual effect.

## Products

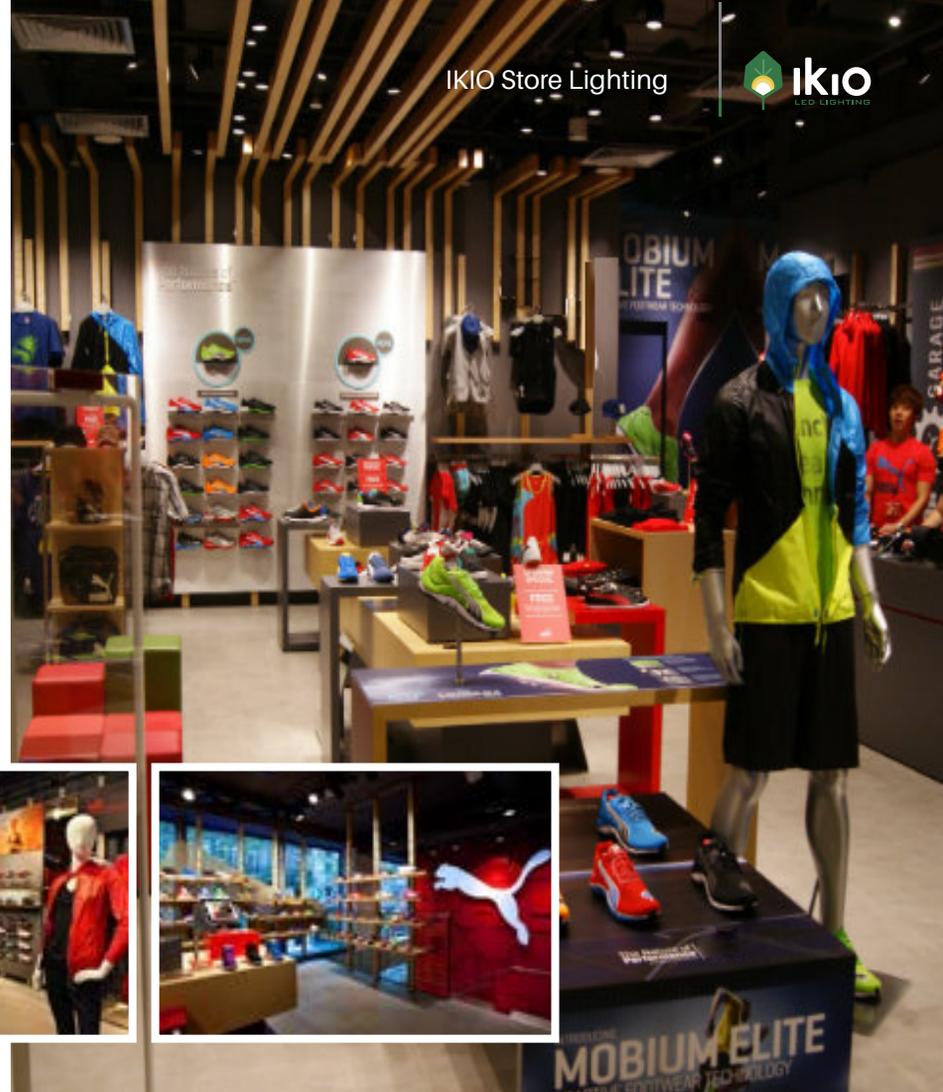
**Barrel** Track Light | **Zeus** Track Light | **Ornate** Track Light

# Our Satisfied Customers!

“ We are very satisfied with the outcomes of LED lighting in our project. Not only do the LED products meet our planned objectives, but the conduct of ILC Lighting Solutions (Sister concern company of IKIO) was extremely professional. ”

I would have no hesitation in recommending - in fact, I've already done so.

● Store Manager



# Our Satisfied Customers!

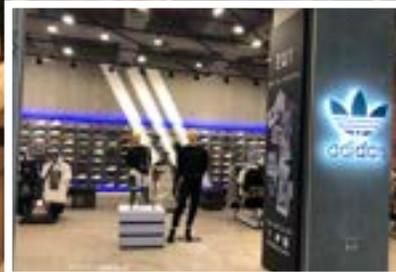
“

Many congratulations to you on successful opening of New Store. Most importantly thanks for yours & your team's unconditional support in completion of the store with good quality and within timelines. We really are partners in this success and look forward for the same in upcoming years.

”

Keep the good work going. Good luck.

● Store Manager



# Our Satisfied Customers!

“

We rigorously assessed products from many world leading lighting suppliers and as a result of this process, we are delighted to confirm that ILC Lighting Solutions (Sister concern company of IKIO) products met our high standards; products that we will be actively using to secure savings.

We were looking for a quick win without compromising on light performance. ILC Lighting Solutions (Sister concern company of IKIO) ticked all the boxes...well designed products, energy savings and the best lighting service in a long time. We are beginning to see major cost and maintenance savings so it's not only a sensible environmental decision but a shrewd financial move.

”

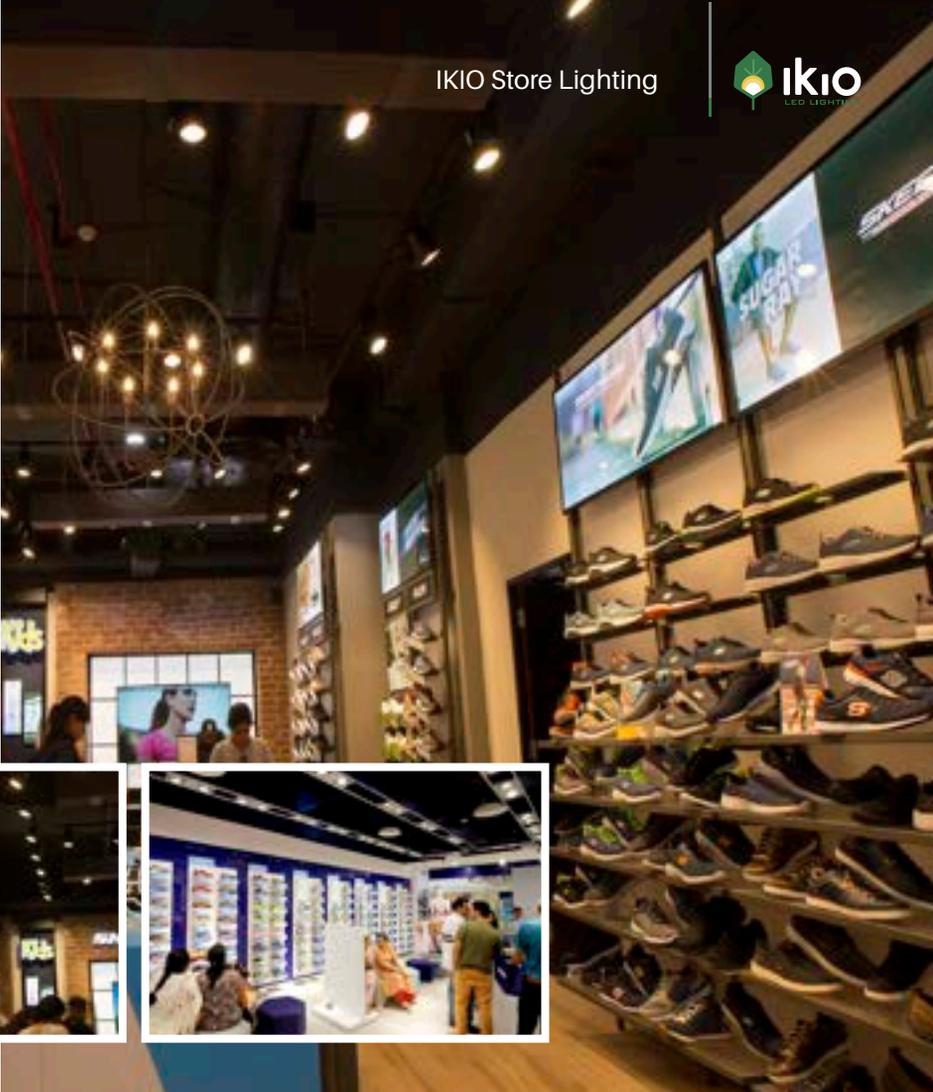
● Store Manager



# Our Satisfied Customers!

“ Thank you ILC Lighting Solutions (Sister concern company of IKIO) for providing high quality products no matter what the request may be. Your dedication to lighting solutions is shown through your responsiveness and reliability. We really appreciate your help through the entire process of our project and the technical support, service and savings you do time after time. ”

● Store Manager



# IKIO Stands Out

## How Is IKIO Better Than Other Brands In the Retail Lighting Industry?

- 1 ▶ We source all of our components — LEDs, drivers, optics — only from the best in the lighting industry.

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- 2 ▶ We are equipped with high-end technology such as Goniometer; This helps us deliver solutions without any delays.

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- 3 ▶ We don't just sell products; we also help you make the best out of our solutions by assisting in lighting layout and other technicalities.

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- 4 ▶ We are US-based, which allow us to execute nationwide deliveries in a quick and efficient manner.

5 ▶

Last but not the least,  
one of our major USPs:  
**We offer Customized  
Solutions**

	CCT	CRI	Efficacy	Distribution
<b>Other Brands</b>	2000 K or 5100 K	80+	80-90 lm/W	25° - 60°



IKIO offers flexibility in all of these options.  
We can offer you customized solutions.

# IKIO & Innovation

IKIO consistently strives to **innovate and create ground breaking solutions.**

## Marvela: IKIO's Latest Creation

- ▶ A revolutionary LED retrofit for retail track lights.
- ▶ An efficient LED light for fixtures with GU6.5 base.
- ▶ Customized to cater to one of the Global retail brands in the US.

## Overcome the hassle of complete LED overhaul

- ▶ Enable quick replacement of defective LEDs
- ▶ Allows proper utilization of maintenance budget
- ▶ Prevents exhaustion of purchase budget





## Questions Popping Up In Your Head?

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**Get In Touch With Your IKIO Sales Representative.**

(1) 844-533-4546 | [www.retail.ikioledlighting.com](http://www.retail.ikioledlighting.com)

8470 Allison Pointe Blvd, Suite 128 Indianapolis, IN 46250