



Immersion™ LED



refrigerated display lighting solutions



Why GE?

Expertise

Listening to the needs of our retail customers, we developed the first LED lighting solution for the refrigerated display lighting category in 2004. Since then, more than 1.5 million LED refrigerated display light fixtures have been installed across the globe.

Reliability

At GE, we take testing to the next level. Our Six Sigma methodology is a highly detailed, intensive process that we use to put the whole LED system under the microscope. We define specific product performance upfront, and then create a solution to meet or exceed that goal.

Immersion™ LED lighting solutions can:

- reduce maintenance expenses with a 50,000-hour rated life,
- reduce material costs and energy usage,
- improve the look of merchandise with a bright, uniform appearance, and
- eliminate distracting glare.





RDL Application Type

Open Deck Cases:

Horizontal Solutions

- Immersion RH30 Standard
- Immersion RH30 Premium



Reach-in Refrigerator/Freezer Cases:

Vertical Solutions

- Immersion RV60 Premium
- Immersion RV45 Standard



Immersion RH30 LED Series

Dazzling performance for any merchandise

- Our new Visual Comfort Lens™ diffuses the light, inhibiting LED hot spots from appearing on merchandise
- Canopy and undershelf lighting solutions work together to produce seamless uniform illumination
- An adjustable clip allows for rotation of the light bar, ensuring the light will angle precisely onto merchandise and bring out the full vibrancy of product packaging
- The slim profile is more discreet than fluorescent tubes, making sure customers see well-lit products and not the light source



Brightness and light placement options

Our customized solutions let you control energy costs and the amount of light you need. See below for multiple energy savings options:

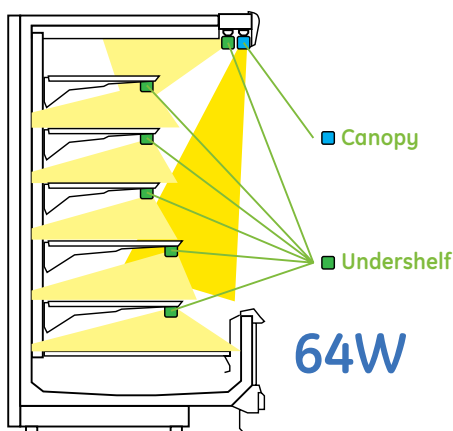
Option 1 - 64W:

- two light bars in the canopy
- one under each shelf

LED 64W vs. LFL 224W system

72%

Energy Savings



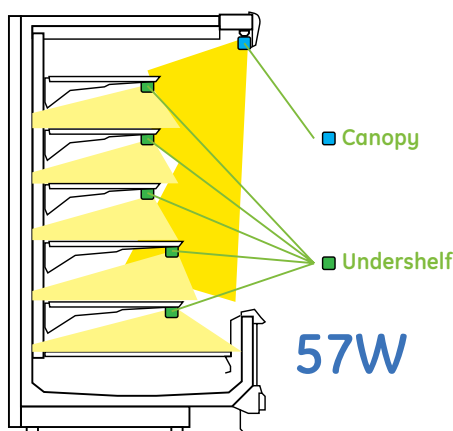
Option 2 - 57W:

- one light bar in the canopy
- one under each shelf

LED 57W vs. LFL 192W system

71%

Energy Savings



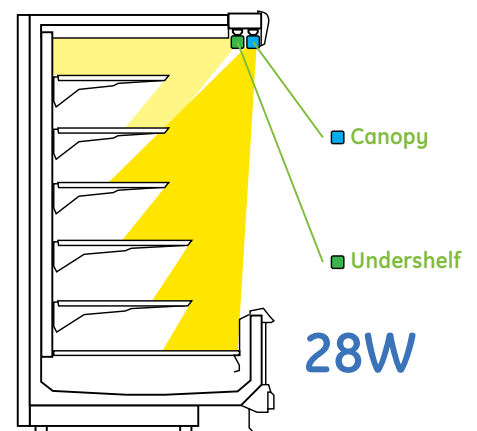
Option 3 - 28W:

- one light bar in the canopy
- maintain great coverage on all shelf facings

LED 28W vs. LFL 64W system

56%

Energy Savings



Immersion RH30 Premium LED Series

Enhances the look of meat and produce

- With a special phosphor coating on the LED chips, RH30 Premium light bars are designed with a unique light spectrum profile which emphasize the red and green wavelengths that bring out the true appearance of color in packaged meat and produce aisles.
- Customize your solution with the RH30 product by selecting from the Standard product, Premium product, or combination of both!
- RH30 Premium offers the same simple installation and slim profile of the standard Immersion RH30 LED system.



Immersion RH30 Premium Lighting Comparison

RH30 Premium (right) accentuates red and green wavelengths to make packaged meat, packaging and produce look fantastic.

Immersion RH30

Immersion RH30 Premium



Reach-in case solution

Immersion RV60 LED series

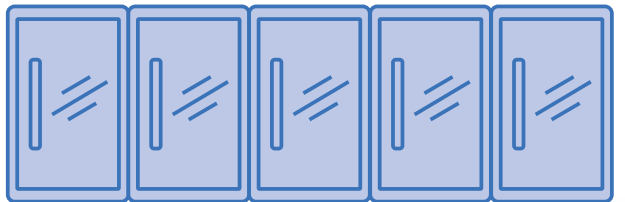
- An innovative optic design directs light onto merchandise – where it belongs – instead of wasting it on the glass doors
- Cases achieve higher than average lux levels and up to 80% light uniformity across package facings
- The easily hidden light source eliminates distracting glare and light spillage, making aisles feel more spacious and your customers more comfortable



Lighting system wattage

5-door case example* (60-inch light fixtures)

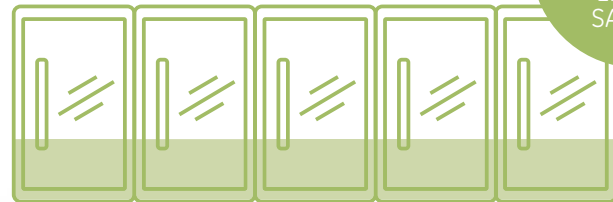
LFL SYSTEM - 35W T'8 System



35W 35W 35W 35W 35W 35W

210W Total

LED SYSTEM - Immersion RV60 LED System



7W 13.9W 13.9W 13.9W 13.9W 7W

70W Total

67%
ENERGY
SAVINGS



Retailer savings after switching to GE Immersion™ LED



Number of doors
15,000

A supermarket chain with
166 franchise locations

The Situation

After evaluating lighting options from five different manufacturers, Stater Bros.' retail marketing team chose GE's refrigerated display lighting to replace the 60-watt fluorescent fixtures in freezer cases.

The Solution

- Immersion RV LED lighting system was selected to replace fluorescent lights in the frozen-food cases at nearly all of the retailer's grocery stores.
- New LED lighting from GE will help Stater Bros. supermarket chain save in annual energy and maintenance expenses as a result of retrofitting its refrigerated display cases.



"We've received great feedback from customers and store managers. Our managers tell us the new lighting really makes their products pop."

- Scott Limbacher, vice president, Construction/Maintenance at Stater Bros.



Number of doors
6,450

A specialty frozen food retailer
with 430 franchise locations

The Situation

When M&M Meat Shops began to evaluate new competitive strategies, it explored various store improvement projects that would enhance their shoppers' experience, build the bottom line and could be replicated across all 430 of its Canadian franchise locations.

The Solution

- More than 150 stores have already replaced traditional T10 fluorescent lighting in vertical cases.
- Annual savings to increase considerably by upgrading 430 of its locations across Canada.



"It shows our customers we're bright, clean and modern. It's all about the 'wow' factor."

- Dianne Chalmers, Senior Manager Construction M&M Meat Shops



Number of doors
7,800

Operates more than 600 convenience
store/gas station locations

The Situation

In 2006, utility budgets were increasing 12-15% over a 5-year period across Wawa's 600 convenience stores. Because lighting accounted for 30% of electrical usage, Wawa needed a solution that would significantly reduce energy costs.

The Solution

- Since installation, they have reduced energy and maintenance expenses by a combined 78%, leading to **\$1.2 million** in combined annual savings – approximately **\$2,000** per store.
- Project payback of 26 to 28 months.



"GE was the right partner with the best solution who we knew would stand behind its product."

- Scott Boorse, Energy and Petroleum Operations Manager Wawa

The GE advantage™

No one understands how light transforms a shopper's experience better than your GE team. From initial consultation until long after the lights go on, we create lighting solutions that bring your store to life.

1. Discovery & Design

You receive a comprehensive, custom lighting solution from a team who truly listens to understand your specific goals.

2. Innovative Systems

You can choose from a broad portfolio, including the latest lighting technologies.

3. Seamless Distribution

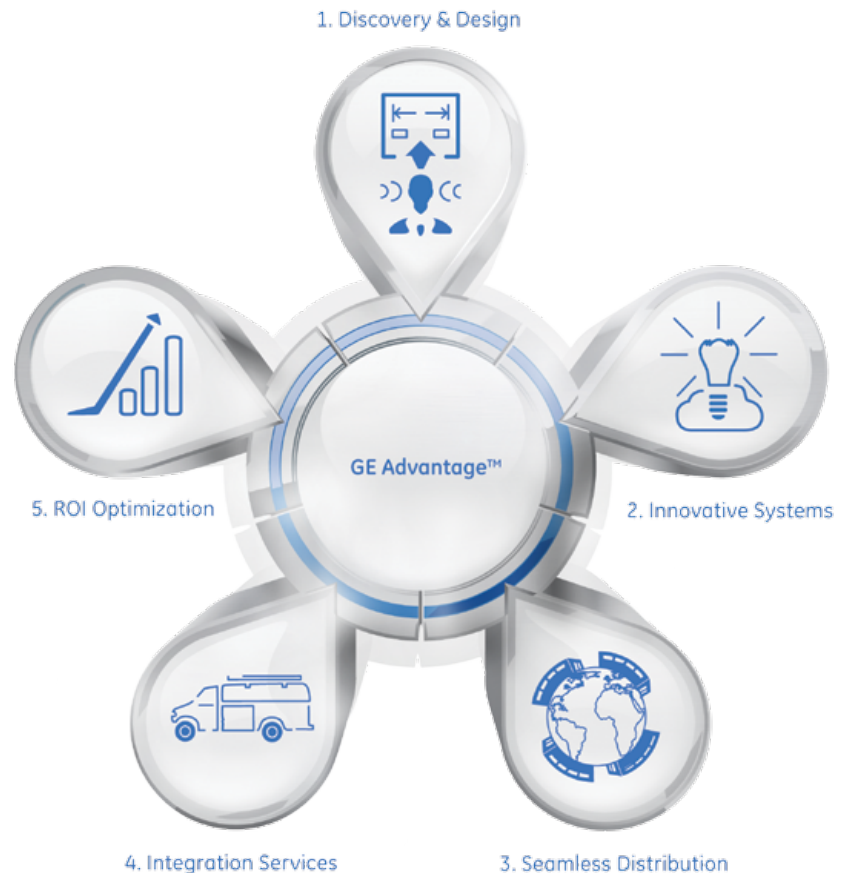
You have easy and immediate access through our national network of distributors.

4. Integration Services

You garner coordination services with a network of installers for your existing infrastructure or new construction projects.

5. ROI Optimization

You see attractive financial benefits with a plan built to deliver – we even assist with utility rebate capture and propose financing options from GE Capital.



make your store shine with three easy steps

1. Say yes to a free lighting audit.
2. Say yes to your customized lighting solution.
3. Let GE coordinate the rest.

To schedule your free lighting audit, or to learn more about our refrigerated display lighting solutions, visit gelighting.com/rdl



imagination at work