



## Is the light too bright? Do you feel its heat? Are the light fixtures so large they defeat the overall design of the space?

Not likely if LED lights are installed in place of traditional light sources. LED, the latest technology in energy efficient lighting stands for Light Emitting Diode – a semiconductor device that converts electricity into light. So what does this mean for the design of retail spaces and most importantly the user experience?

With the correct LED lighting you can change the complete look and feel of a room without changing anything but the lighting. Designers can create different moods within the environment without being held to traditional light sources. Create one feel during the day and then completely transform the look of the room in the evening. The customer experience can be pleasantly altered with creative lighting.

LEDs allow design flexibility in color changing, dimming and distribution by combining these small units into desired shapes, colors, sizes and lumen packages. LEDs can produce almost infinite color options, such as, white, deep blue, blue, green, yellow, amber, orange, red, bright red, and deep red. Colors and lumen output can be customized to meet your design needs.



**Specialty Lighting**, based in North Carolina and a market leader dedicated to the design of illumination and power distribution, has been committed to ongoing research and product development since 1975. The introduction of LEDs to its product line is one of many brilliant strides the company has achieved, providing the retail environment with exciting design options.

The “special” in Specialty Lighting defines the company as more than the traditional fixture designer & manufacturer -- its



ability to customize innovative LED products is a proven priority.

**Torus**, the latest driverless AC LED fixture, can be modified to be installed as a pendant or surface mount luminaire. The fixture can be powder coated in a variety of colors, making it a versatile retail environment lighting solution. Designers can benefit from Specialty Lighting’s capability to powder coat almost any color in the RAL color chart.

Its **transition** linear LED luminaire is a past recipient of the GlobalShop People’s Choice Award, which recognizes the latest and most innovative products in the retail market. Shown above **transition**, designed with an advanced optical diffusing film, is a sleek 1 in. x 1 in.

adjustable light fixture and available in standard black or white finish or custom finishes. Since LEDs are more efficient than traditional lamp sources, **transition** boasts beauty and energy efficiency to enhance any retail space.

**RDF60**, a driverless AC LED recessed downlight, is a perfect addition when highlighting any retail space. The 8 watt, energy saving, flanged LED fixture is offered with two standard color lamp temperatures (2700K and 3000K) and six finishes. Having a cord and plug, it’s a simple solution for nearly any downlight application where up to 50 fixtures can be linked for displays, shelves, cabinets, and furniture. **RDF60** LED is UL/cUL listed.

And what about the Internet of Things (IoT) and Specialty Lighting? Smart lighting is rapidly gaining attention, and as a result Specialty has broadened its product development scope. Specialty Lighting’s ability to integrate lighting products into space/ environment and not just traditional stand-alone fixtures gives designers a range of choices. Wireless controls allow the end user to easily control lighting color and differentiate the retail space through the convenience of their smartphone or mobile device.

Whether using traditional or IoT – white or colored LEDs – you can create unique customer experiences with these customizable lights. Highlight special areas with bright, colorful lighting, or create a soft, mellow mood– it’s all in the LED lighting. Specialty Lighting is there to help light the way to your next project.



Specialty Lighting,  
a leader in the art of  
illumination and power  
distribution, offers  
LEDs and... More Than  
Lighting, Powerful  
Solutions.

**SPECIALTY LIGHTING**  
4203 Fallston Road  
Fallston, NC 28042  
[www.specialtylighting.com](http://www.specialtylighting.com)

Greg Carpenter  
President  
[info@specialtylighting.com](mailto:info@specialtylighting.com)  
704.538.6522  
704.538.0909