

For a shop with an exclusive profile, which means the widespread use of accent and display lighting, the average general lighting illuminance should be in the range 100 to 200 lx. This lower illuminance is necessary for the accent lighting to be effective and should be provided on a horizontal plane at counter level.

For shops with value for money and quality profiles, where some accent lighting is used, the average general lighting illuminance should be in the range 250 to 500 lx and should be provided on the merchandise.

12.3.2 Illuminance uniformity

Regardless of the shop profile, general lighting should be uniform. An illuminance uniformity (minimum/average) of at least 0.7 should be achieved by the general lighting alone. Where accent and display lighting is used, the overall illuminance uniformity is low, by design.

12.3.3 Luminances

For accent lighting to be effective, the luminance of the merchandise lit has to be higher than the luminance of its immediate background. Different luminance ratios will give different strengths of highlights and shadows. Table 12.2 indicates the luminance ratio for different strengths of accents.

Table 12.2 Luminance ratios for different strengths of accent lighting

Luminance ratio (accent/background)	Strength of accenting
1	None
2	Noticeable
5	Low theatrical
15	Theatrical
30	Dramatic
> 50	Very dramatic

12.3.4 Light source colour properties

The colour appearance of the light used in a shop will contribute to the message the lighting sends to would-be shoppers. A cool light appearance tends to convey a business-like atmosphere while a warm colour appearance indicates a homely feel. As a general rule, the colour appearance of the light sources used changes from cool to warm as the shop profile moves from low budget to exclusive. Where daylight is used in the shop it is necessary to choose a light source colour appearance that blends well with it. For some merchandise, the colour appearance of the light used is important. Chiller cabinets look fresher and white goods look crisper and cleaner under a cool light source. Conversely, gold looks more attractive when illuminated by a warm light source.

The other aspect of light source colour properties that needs attention is colour rendering. In general, light sources with a CIE general colour rendering index greater than 80 should be used in retail premises.