

# Retail

Flick Lighting



# Lighting for retail



Proudly based in the heart of the UK, Flick Lighting is more than just a manufacturer—we are a team committed to creating high-quality, energy-efficient, and cutting-edge lighting solutions. With over 10 years of industry experience, we have earned a strong reputation for innovation and excellence. Backed by a leadership team with over 150 years of combined expertise, we ensure that every product we design and produce upholds the highest standards of performance, reliability, and sustainability.

At Flick Lighting, we offer one source and one solution, providing a comprehensive service for architects, designers, and installers across the UK, European mainland and the Middle East. Our commitment to client collaboration begins with an in-depth understanding of your needs. From initial meetings or detailed site surveys, our experienced team provides full and final lighting designs, complete with accurate energy calculations. We're dedicated to finding the perfect solution, whether it's a standard luminaire from our extensive range or a bespoke, manufactured solution tailored to your specific application. We pride ourselves on being an extended part of your team, ensuring that every project benefits from our technical expertise, creative vision, and commitment to sustainability.

While our roots are proudly in the UK, our capabilities extend far beyond, with successful projects completed across Europe and the Middle East. Our qualified technical, manufacturing, marketing, and sales teams are well-positioned to support and deliver effective lighting solutions on a global scale.

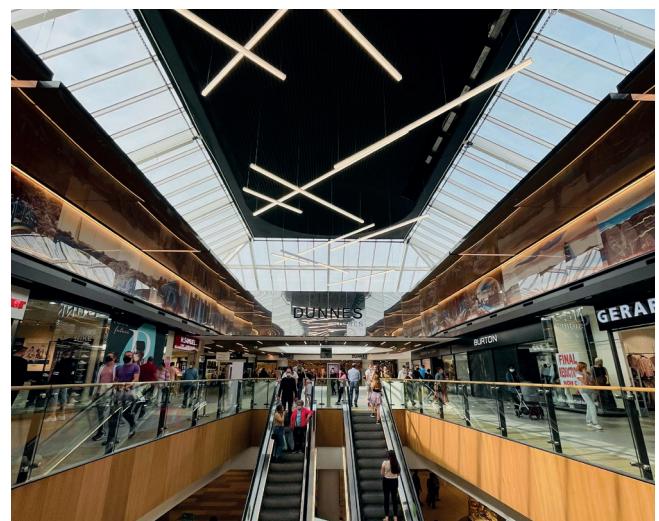
With a focus on sustainability and cutting-edge technology, Flick Lighting continues to evolve, pushing the boundaries of design and efficiency. Whether you need architectural lighting, commercial solutions, or bespoke manufacturing, we are here to bring your vision to life.

In retail, lighting plays a vital role in shaping customer perception, guiding footfall, and showcasing products at their best. At Flick Lighting, this is our area of expertise. We understand how well-designed lighting can influence purchasing behaviour, strengthen brand identity, and create a welcoming atmosphere that keeps customers coming back.

Our tailored lighting solutions are crafted to suit every stage of the retail journey—from eye-catching window displays and dynamic in-store zones to comfortable fitting rooms and efficient back-of-house areas. Each environment is considered individually to ensure the lighting supports both operational needs and visual impact.

What truly sets Flick Lighting apart is our ability to design and manufacture bespoke luminaires specifically for the retail sector. We work closely with retailers, architects, and designers to create custom lighting solutions that align perfectly with brand aesthetics, spatial requirements, and performance goals. Whether it's a unique form factor, specialized optics, or a branded fixture finish, our in-house expertise allows us to bring your vision to life.

With decades of commercial lighting experience and a strong reputation for reliability, Flick Lighting delivers both standard and custom solutions that transform retail spaces into vibrant, high-performing environments.



# Key Areas of Retail Lighting

In retail spaces, different areas serve distinct purposes—and each demands tailored lighting to support both function and customer experience.



## Point of Sale Areas

This is the final interaction point with customers, and lighting should be functional yet welcoming. Focused, glare-free lighting is essential for accurate transactions and comfortable interaction with staff. Consider using task lighting directly over the counter and ensuring sufficient ambient light to avoid harsh contrasts. The lighting should also complement the overall store aesthetic and brand image, potentially incorporating subtle accent lighting to highlight promotional materials or impulse buy items near the till.



## Display Areas

These are key zones for showcasing merchandise and attracting customer attention. Dynamic and adjustable lighting is paramount. Accent lighting, such as spotlights and track lighting, should be used to highlight key products and create visual interest. Consider using different beam angles and intensities to draw the eye to specific items or displays. Colour rendering is crucial to accurately represent the merchandise. Flexible lighting systems allow for easy adjustments as displays change. Incorporating feature lighting, like integrated shelf lighting or illuminated display cases, can further enhance product appeal and create a sense of premium quality.



### Circulation Spaces

These are the pathways that guide customers through the store. Uniform and safe illumination is essential to ensure easy navigation and prevent accidents. Avoid overly bright or dim areas that could disorient shoppers. Consider using ambient lighting with a consistent level and ensuring good vertical illumination on shelving to aid browsing. The lighting should also contribute to the overall store atmosphere and flow, subtly guiding customers towards key product areas.



### Fitting Rooms

This is a critical area where purchase decisions are often made. Flattering and adjustable lighting is key to creating a positive experience. Multiple light sources, including overhead and vertical lighting, help customers see themselves accurately. Dimmable options or multiple lighting settings allow for customization. The colour temperature should be warm and inviting, avoiding harsh or unflattering tones. Adequate illumination inside the fitting room is crucial, along with well-lit mirrors.



### Storage and Back-of-House Areas

Functionality and efficiency are the primary concerns here. Uniform and practical lighting is needed for staff to perform tasks safely and efficiently. High lumen output and good vertical illumination are important for visibility on shelves and during stock retrieval. Energy-efficient fixtures are crucial in these often continuously lit areas. Safety lighting and clear illumination of walkways are also essential to prevent accidents.



## Integrated Lighting and Environmental Controls for Retail

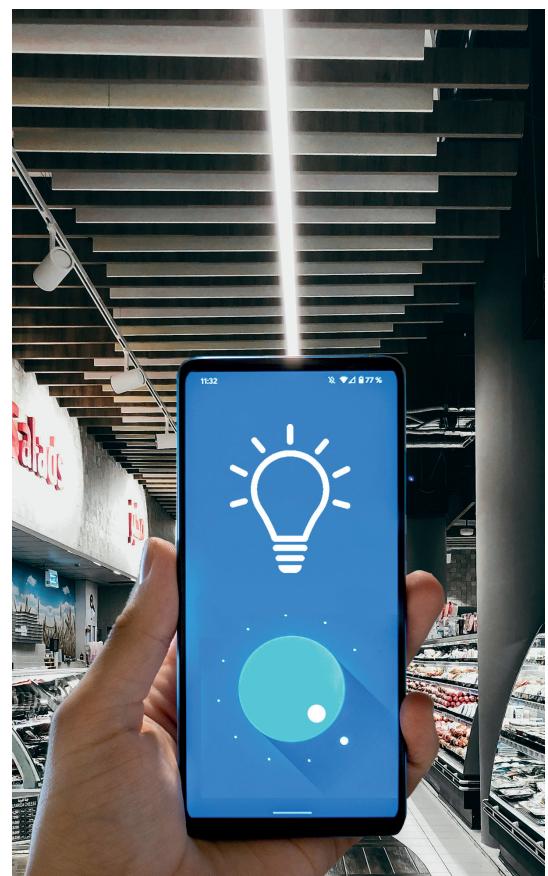
Flick Lighting understands that in fast-paced retail environments, lighting plays a critical role in shaping customer experience, supporting brand identity, and maintaining operational efficiency. Our Veri-Fi 360 lighting control system is purpose-built to meet the dynamic needs of retail establishments.

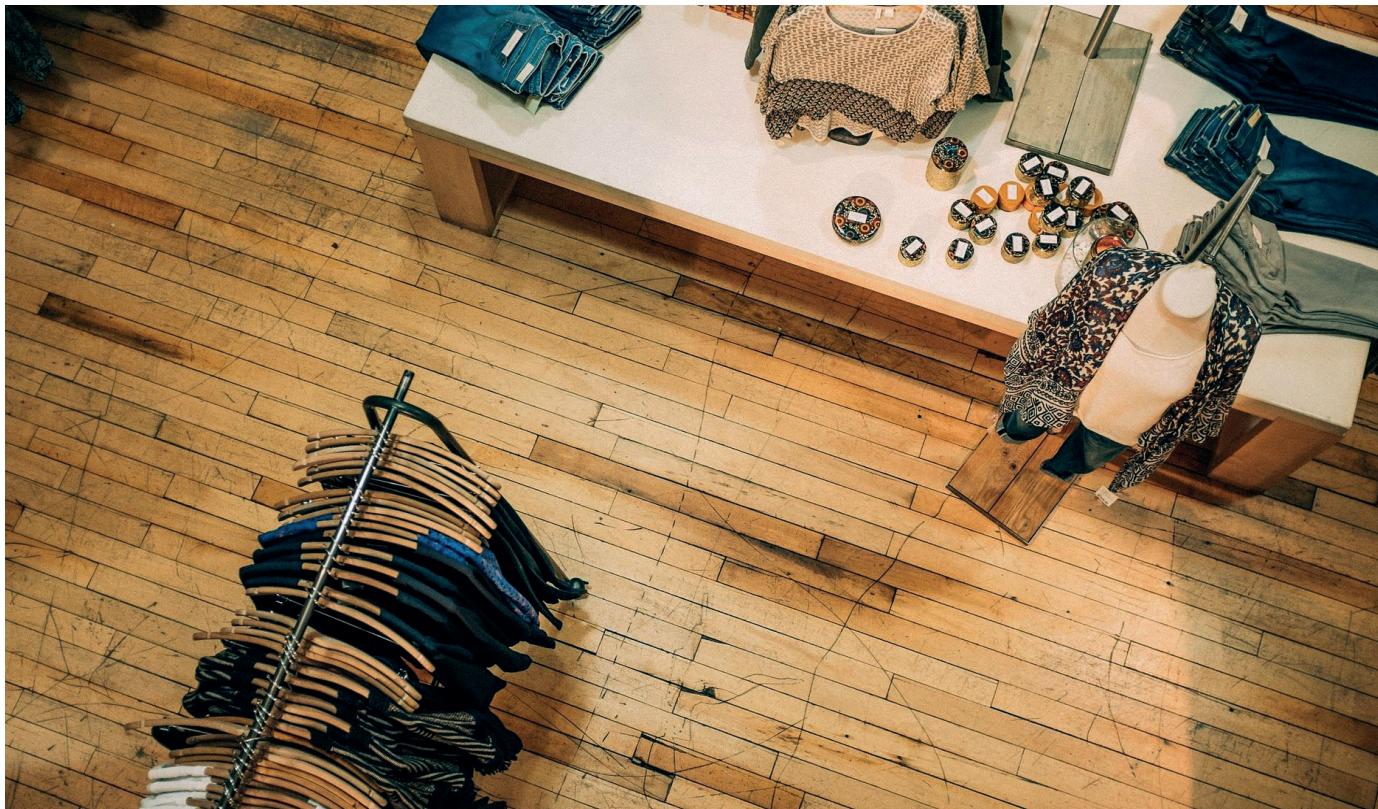
Veri-Fi 360 is Flick Lighting's advanced smart control platform, offering seamless integration of lighting control, real-time monitoring, and environmental data analysis. This intelligent system enhances lighting efficiency across all retail zones—from shop floors and window displays to back-of-house areas—while reducing energy consumption and operational costs.

### Key Benefits for Retail:

A key feature of Veri-Fi 360 is its proactive fault detection. The system provides continuous monitoring of each luminaire, automatically reporting any performance issues or failures. This allows for swift intervention, minimising downtime and ensuring retail environments maintain consistent, safe, and visually appealing illumination at all times.

With customisable lighting scenes, scheduling, and occupancy-based adjustments, Veri-Fi 360 helps create inviting, well-lit environments that support customer comfort and maximise merchandise appeal—while also optimising energy use.





## Smart Lighting Controls with Data Insights: Unlocking Retail Intelligence

In addition to energy savings and fault detection, Flick Lighting's Veri-Fi 360 lighting control system delivers an often-overlooked but powerful advantage for retail environments: data collection and analytics.

By integrating smart sensors into the lighting infrastructure, Veri-Fi 360 doesn't just illuminate—it observes and informs. The system can track occupancy patterns and customer movement, offering valuable insights into which areas of the store receive the most footfall, how long customers dwell in certain sections, and what times of day are busiest.

### This data can be used to:

Optimize store layouts by identifying high-traffic and underutilized zones.

Improve merchandising strategies, positioning promotions or key displays in locations proven to attract the most attention.

Adjust staffing and operational hours to better match customer flow.

Inform lighting schedules to ensure key areas are well-lit during peak times and dimmed when footfall is low, further improving energy efficiency.

Through Veri-Fi 360, Flick Lighting offers more than illumination—we provide a platform for smart retail intelligence, helping store operators make data-driven decisions that enhance both customer experience and business performance.

# Emergency options

Flick Lighting provides robust, compliant emergency lighting solutions tailored to the unique needs of retail environments. From high street stores to large shopping centres, emergency lighting plays a vital role in ensuring customer and staff safety during power outages or emergency situations.

We offer a comprehensive range of emergency luminaires and exit signage designed to support clear, efficient evacuation.

## This includes:

### Escape Route Lighting

Illuminates aisles, stairways, and exit routes to guide occupants to safety.

### Open Area (Anti-Panic) Lighting

Helps prevent panic in larger retail floor areas by providing general illumination to allow safe movement.

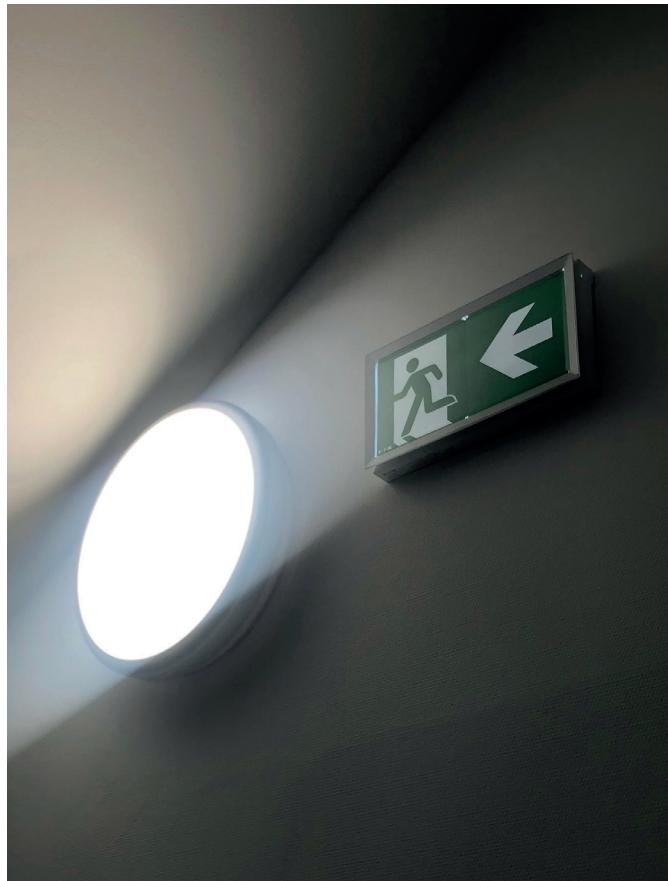
### Emergency Exit Signage

Highly visible, durable signage to clearly identify exit paths and final exit doors.

### External Emergency Lighting

Supports safe evacuation to outdoor areas such as loading bays, car parks, and designated muster points.

All of Flick Lighting's emergency solutions comply with BS 5266 and relevant safety standards. Options are available with self-test or fully monitored functionality, offering seamless integration with our Veri-Fi 360 control platform. This enables remote monitoring, fault reporting, and automated testing, simplifying compliance and ensuring peace of mind.



## Featured Products

Our retail lighting solutions are designed to enhance the shopping experience while meeting the practical demands of modern retail spaces. From shop floors to fitting rooms, Flick Lighting delivers energy-efficient, low-maintenance luminaires that highlight merchandise, create inviting atmospheres and support customer engagement.



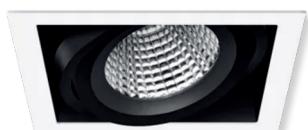
### Seaton

- High performance versatile adjustable downlight
- Equipped with a reliable Philips LED module
- 40° multifaceted aluminum reflector for optimal light spread
- 133LI/Cw



### Sheldon

- High-efficiency recessed adjustable downlight
- Multiple beam options for any accent lighting
- White recessed aluminium housing provides a clean, modern look
- 137LI/Cw



### Brixton

- High performance recessed adjustable gimbal downlighter
- 80° tilt in any direction for precise lighting control
- Precise beam control offering three beam distribution options
- Integrated Tridonic SLE LED module and driver
- 134LI/Cw



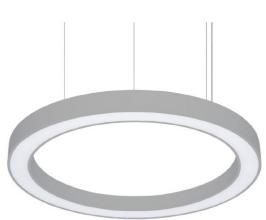
### Stirling

- Architectural linear module
- Direct/Indirect options
- Standalone or continuous mounting
- Suspended or surface mounting
- 143LI/Cw



### Stirling Recessed

- Recessed architectural linear module
- Premium Performance with high output & efficiency
- Standalone or continuous mounting
- Opal for general light, microprismatic for glare control.
- 124LI/Cw



### Stirling Halo

- Contemporary ring-shaped LED luminaire
- Robust steel construction
- PMMA opal or micro-prismatic for reduced glare (UGR compliant)
- Versatile mounting options: surface or suspended
- 129LI/Cw



### Verve

- Modern, slim-profile LED spotlight
- Durable aluminium housing & Clear PMMA diffuser
- Versatile mounting options: ceiling or suspended
- Faceted aluminium reflector
- 161LI/Cw



### Nova

- Contemporary LED luminaire with sleek styling
- Cast aluminum body for optimal heat control
- Precision-engineered faceted reflector
- 129LI/Cw



### Corona

- Sleek, modern, aesthetic pendant
- Precision-Focused Light, with a 60° faceted aluminium reflector
- Durable Construction with a robust aluminium housing
- 128LI/Cw



### A Track

- High-efficiency adjustable track spotlight
- Minimalist design that integrates seamlessly with track systems
- Precise beam control offering three beam distribution options
- Fully adjustable with 355° rotation and 90° tilt
- 112LI/Cw



### B Track

- High-efficiency adjustable track spotlight
- Classic timeless design with full track system compatibility
- High-performance faceted aluminium reflector
- Fully adjustable with 355° rotation and 90° tilt
- 115LI/Cw



### Neon Wave

- Superior even illumination with 108 high-quality LEDs/m
- Fully encapsulated in silicone with advanced extrusion
- Injection-moulded connectors for seamless IP68 protection
- Built to resist UV, solvents, saltwater, and flames
- 12W/m with a maximum luminous flux of 480lm/m

## Case Study: Gymshark, Regent Street, London

Gymshark, a leading UK fitness apparel brand with over 3 million social media followers, launched its first flagship retail store on Regent Street, London - a bold, modern space designed to reflect the brand's energy and innovation. To bring the vision to life, Flick Lighting, in partnership with W-tec, was selected to create a high-impact lighting scheme that highlights Gymshark's athletic collections while enhancing the overall customer experience.

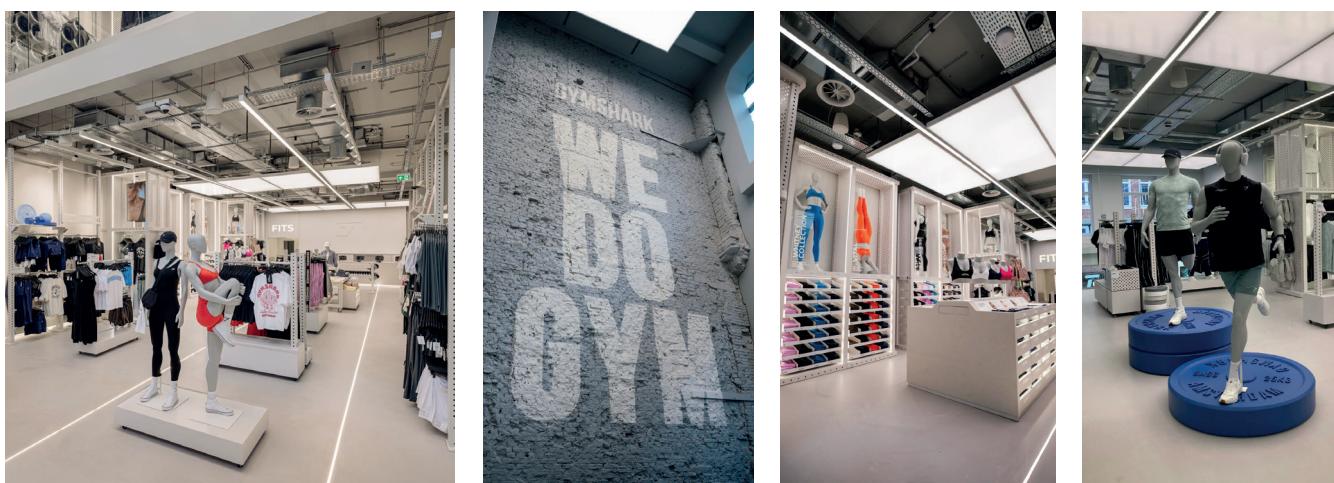
The store features Power over Ethernet (POE) technology, powering both the lighting and in-store tech such as digital kiosks and displays. Flick Lighting used dynamic tunable white and RGB lighting to create an engaging, immersive retail environment that's both adaptable and visually striking. The POE system also delivered installation efficiency and long-term cost savings, helping Gymshark elevate its brand experience in a smart, sustainable way.



## Gymshark, Dubai



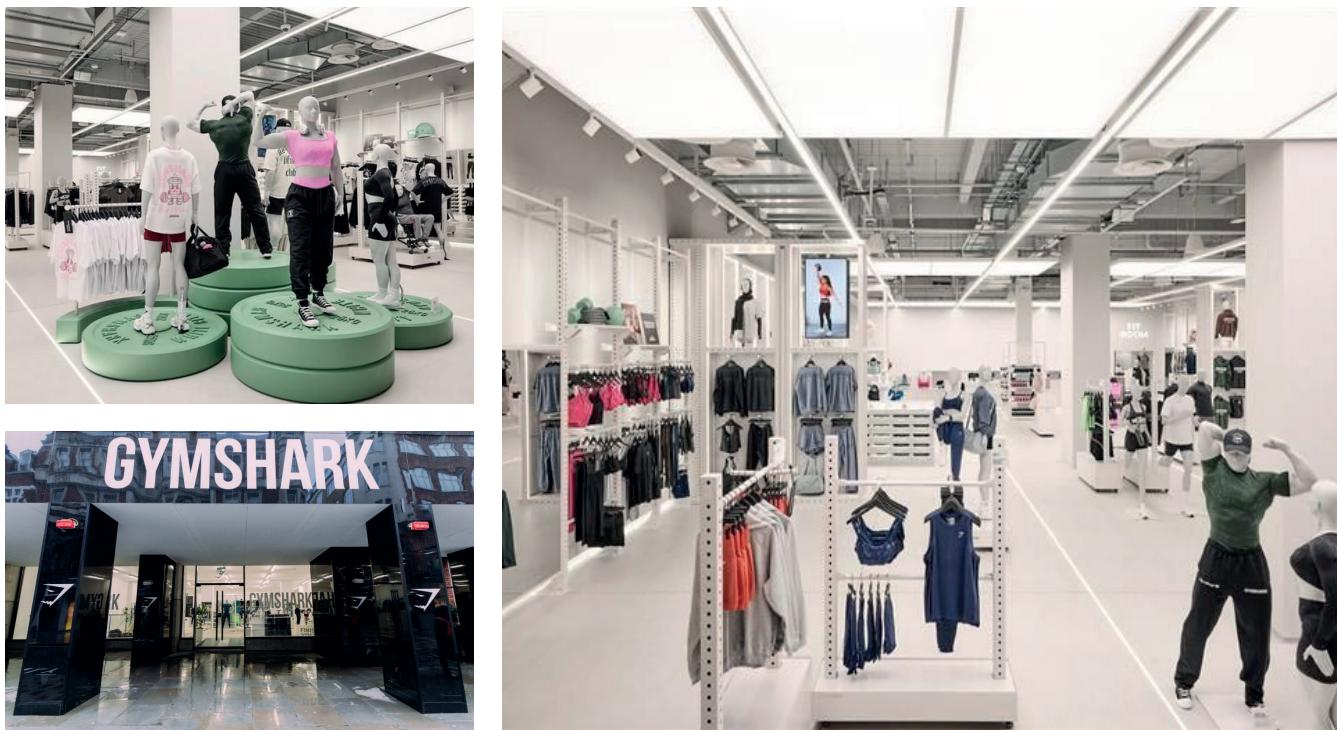
## Gymshark, Amsterdam



## Gymshark, Stratford



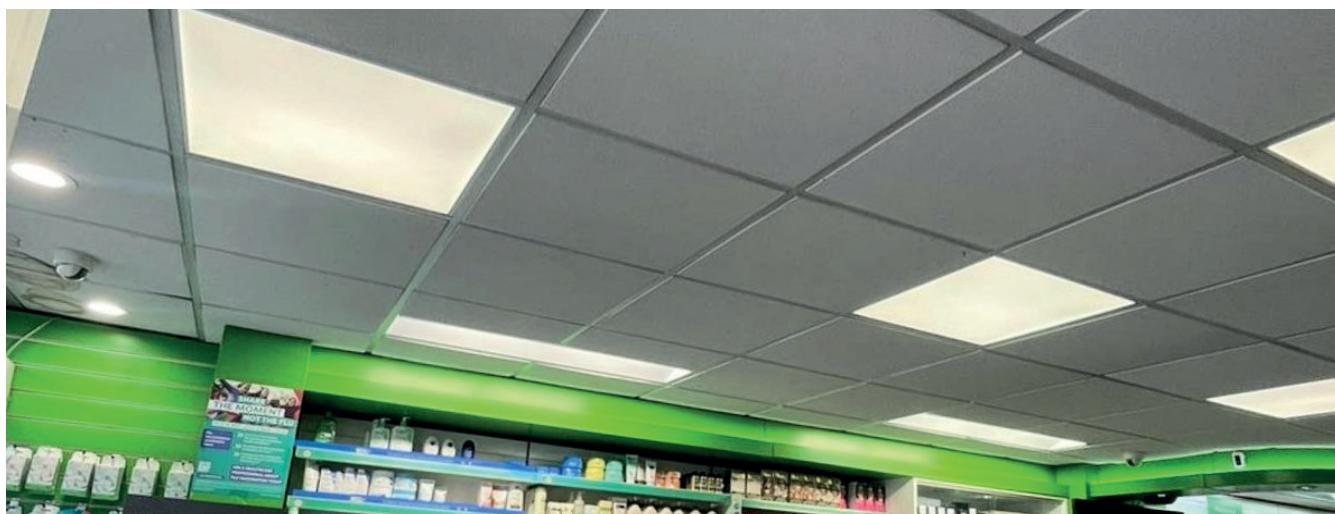
## Gymshark, White City



## Case Study: Laser Pharmacy, Birmingham

Flick Lighting, in partnership with sister company Flick Energy Solutions, delivered a complete lighting upgrade for Laser Pharmacy as part of a local energy efficiency initiative. As members of the Greater Birmingham & Solihull Local Enterprise Partnership (GBSLEP) network, Flick was recommended to carry out a free energy survey for the site. With GBSLEP funding secured, Laser Pharmacy qualified for a grant that covered 70% of the project cost, making the lighting upgrade highly cost-effective and impactful.

To meet the specific needs of a retail pharmacy, new Wall Wash LED lighting was installed to enhance visibility of products and improve the accuracy of prescription handling. A new backlit sign was also added to boost the store's presence on the high street. From the initial assessment through to grant approval and final installation, the project was completed within three weeks, resulting in a brighter, more functional space and over £2,000 in annual energy savings.





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