



TRI LUX
SIMPLIFY YOUR LIGHT.

FAVO DELI

Freshness at first sight, Poland

Favo Deli

Freshness at first sight

There are as many things to consider when displaying foodstuffs as there are products themselves. The effect we want to achieve with lighting is always the same: the goods should look appetizing and authentic. Colour diversity requires the best colour rendering, and reduced heat generation keeps food fresh for longer. This was the thought that guided the TRILUX experts during the implementation of lighting in the Favo Deli & Apero delicatessen store in Krakow.



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Photos

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Deli & Aperero

FIRST OF ITS KIND IN POLAND

Favo is an extraordinary place that combines a store with high-quality products from Italy, Spain and France with a bistro area where customers can try these delicacies in original dishes. This unique indoor market concept combines culinary diversity with elegant aesthetics. It is one of the first places of this type in Poland where the Deli zone has been combined with the Aperero zone.

"The concept of a delicatessen with an aperero zone is a response to a clear increase in interest among customers in fresh, good quality food.

The combination of delicatessen and aperero makes it possible to create the right atmosphere through a community of people who value the right place to meet and relax." explains Aleksander Olszowski, General Manager at Favo.

The concept is also a response to the needs of modern consumers who are looking for places where they can not only shop, but also meet friends, work or enjoy a moment of relaxation in their daily rush.















APPETIZING LIGHTING

Lighting has a huge impact on the presentation – it helps to emphasize the qualities of fresh products, such as fruit, vegetables or bread. The Favo assortment includes a lot of fresh fish and meat products, as well as vegetables and fruits, the uniqueness of which requires special treatment.

"For many years, TRILUX has been investing in very high-quality lighting solutions. We pay great attention to not only performance, but also quality, including accurate color rendering. The Retail segment of our portfolio contains multitude of solutions dedicated specifically to grocery stores," describes Filip Gabryelczyk, Retail Manager at TRILUX.

"When designing the Favo store, we were tasked with bringing out all the colours of the fresh products on display, but also choosing the right lighting for the bistro. It was supposed to maintain a friendly and warm atmosphere of the whole place, so we chose warm light, which encourages you to stay and try the products from the store's offer.", adds Gabryelczyk.



Each part of the Favo product exhibition has its own carefully selected lighting solutions. For example, the bread was illuminated with a light colour of 2400K dedicated in Poland with a very high colour rendering index of 98. It is a special, warm light colour that TRILUX has been using in Poland for more than two years, including in bakeries. In the meat section, two types of light colour were used: light colour Meat and light colour Meat+Fish. The difference in the colour of light lies in the precise composition of pink light and white light.

Vegetables and fruits, like the bistro area, are illuminated with a special light colour that TRILUX has developed in response to the needs of the food market: Brilliant Food. It is also a type of warm colour of light, with a high degree of color rendering of 98, which emphasizes the colours yellow, red, and green, among others.



TECHNICAL PERFECTION

"We chose B.Veo Track LED luminaires to illuminate the store because of the luminaire's design and functionality. The projector is very flexible in terms of the emitted illumination thanks to its rotating head. This made it possible for us to precisely illuminate every area of the store." describes Karolina Zielińska-Uchto, Key Account Manager at Schwitzke Górski.

A unique feature of the B.Veo Track LED is the extremely slim housing, which optically almost blends in with the track. This miniature-sized projector is easy to move and adapts effortlessly to any interior design and refines it with its simplicity. Practical and cost-effective, the changeover is carried out quickly and tool-free on the existing busbar.

MORE PICTURES



USED PRODUCTS



B.VEO TRACK

Near-seamless track transition