

RETAIL



Solatube® Daylighting System

Sustainability,  
Higher Sales & Profitability  
with Natural Light

Sustainable Retailing: Environmentally • Economically • Socially



## Create optimal retail outlets using daylight

SAVE ENERGY WHILE ESTABLISHING HIGH-QUALITY RETAIL ENVIRONMENTS

Lighting is one of the biggest single consumers of electrical energy in commercial buildings; a typical retailer spends 34% of his total electricity use on lighting. Solatube's energy rated Tubular Daylighting Device (TDD) saves energy and contributes to environmentally sustainable shopfits. Optimised usage of daylight can also help focus customers' attention and make them feel relaxed whilst highlighting the products on display.

Solatube's TDD now addresses the three major challenges that are critical for any sustainable lighting design: Light control, Heat and Glare.

The Solatube Daylighting Experience can be controlled and optimised with options including Daylight dimmer, Inner shock dome and Security bars.

Solatube daylighting devices set performance standards as never seen before. Illumination consistency and energy efficiency are achieved through technological breakthroughs. Advanced optics are used to significantly improve the way the renewable energy of the sun is harnessed to daylight any commercial facility.



*Solatube Daylighting Systems resemble illuminated traditional lighting fixtures and make any store feel open and inviting.*

### Benefits of Solatube TDDs

- NFRC APPROVED - THE ONLY DAYLIGHTING SYSTEM IN AUSTRALIA THAT HAS BEEN TESTED AND CERTIFIED FOR ITS ENERGY EFFICIENCY
- THE BRIGHTEST, PUREST, NATURAL LIGHT AVAILABLE TODAY
- USES THE RENEWABLE ENERGY OF THE SUN
- CONTROLLABLE DAYLIGHT OUTPUT
- SEAMLESS, LEAK-PROOF FLASHINGS
- DAYLIGHT MULTIPLE FLOORS WITH LONG TUBE RUNS
- EASY TO RETROFIT
- ENERGY SAVING & SUSTAINABLE

## sustainable store design NATURAL LIGHT FOR ATTRACTIVE SHOPFITS enhanced shopping experience

### Case Study: Giant Eagle Supermarket

Giant Eagle is a large supermarket chain located in the mid-Atlantic region of the U.S. Supermarket News ranked Giant Eagle number 22 in the 2007 "Top 75 North American Food retailers". Each store offers as many as 24 different departments to service loyal customers.

**Products used:** 335 Solatube 530mm Daylighting Systems with square OptiView® Diffusers.

**Result:** This 8,175 square meter facility is now daylight and the reliable distribution of natural light provides perfect colour rendition, making products more appealing and making the store feel brighter, cleaner and more comfortable for shoppers.



*The usage of daylight can help focus customers' attention and make them feel relaxed.*

### Earn Green Star credits

The Solatube Daylighting System may contribute to attain points towards green star certification in the following areas:

- Indoor Environmental Quality IEQ-3 Daylight
- Indoor Environmental Quality IEQ-4 Daylight Glare Control
- Energy ENE-1 Energy Efficiency
- Innovation INN-1 Innovative Strategies & Technologies

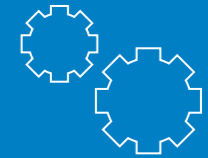


### Go Green with the Green Building Fund

Part of the Government's Clean Business Initiative, the Green Building Fund aims to reduce the impact of Australia's built environment on green house gas emissions by reducing the energy consumed in the operation of commercial buildings. Grants ranging from \$50,000 to \$500,000 are available to owners or part owners of commercial buildings as well as non tax-exempt body corporates for the retro-fitting and retro-commissioning of these buildings with a range of energy efficient measures including area lighting.

Our technical experts provide a free assessment of your facility, determine the light output that can be expected and deliver a personalised lighting design. They will look after the enquiry from the planning stage to the installation.

For further information about the *Green Building Fund*, visit the Ausindustry website at [www.ausindustry.gov.au](http://www.ausindustry.gov.au). Click on 'Ausindustry products', and follow the links to *Green Building Fund*. Alternatively, contact the Ausindustry hotline 13 28 46 or by email at [hotline@ausindustry.gov.au](mailto:hotline@ausindustry.gov.au)



### REDUCED OPERATING COSTS & CARBON FOOTPRINT

In most commercial environments lighting accounts for more than 40% of annual utility costs. Retailers can reduce energy consumption by as much as 20% and more using Solatube's highly reflective Tubular Daylighting Devices.



### A HEALTHIER INDOOR ENVIRONMENT = HIGHER STAFF PRODUCTIVITY

Research shows that naturally lit workplaces improve staff productivity and reduce absenteeism and sick leave. An increase of just 1% in productivity can result in savings that exceed a facility's entire energy bill.



### INCREASED SALES & GREATER CUSTOMER LOYALTY

Natural Light provides high colour rendition, making products more visible and attractive to customers. Daylit stores may impact Shoppers in a manner similar to piped-in music, which has been found so effective at relaxing customers and encouraging them to spend more time shopping in the store.

More Daylighting Facts & Figures are available on request.



## Codes and Approvals

The Solatube Daylighting System is the only Natural lighting system available in Australia that is NFRC approved, tested and certified by international approval agencies for its effectiveness and guaranteed energy performance. Test results include U-Value metrics and Solar heat Gain Coefficients (SHGC).

Solatube Daylighting systems comply with the latest government regulations for green building and can help a project to attain points towards Green Star certification.

Rest Assured that the Solatube Daylighting System can be used in your project without any hassles.

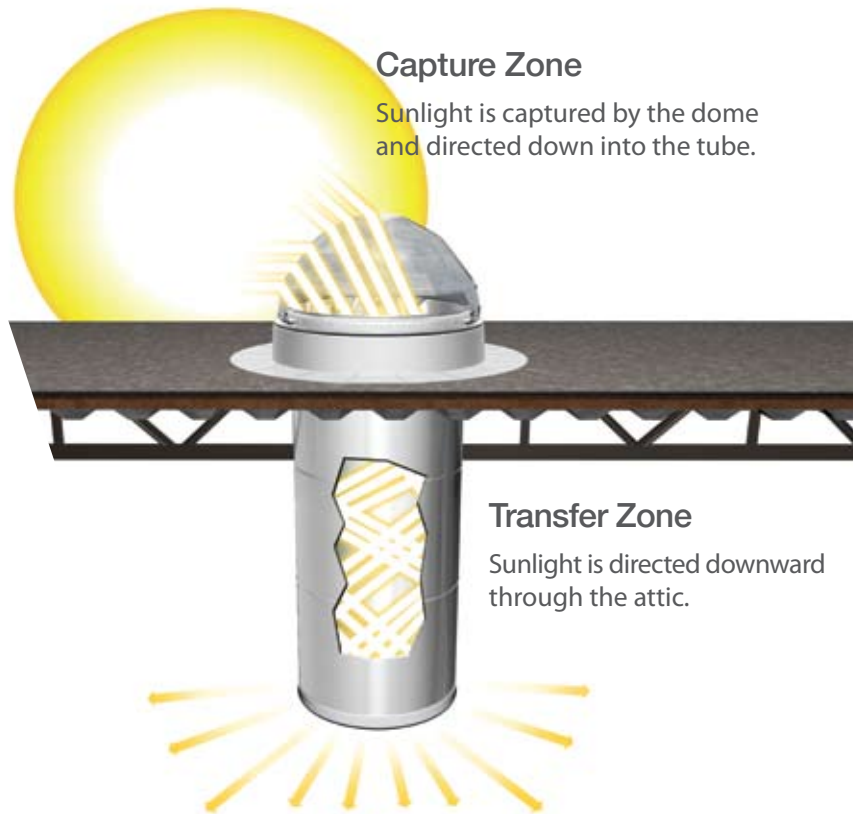


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Year Warranty



green building council australia  
MEMBER



### Capture Zone

Sunlight is captured by the dome and directed down into the tube.

### Transfer Zone

Sunlight is directed downward through the attic.

### Delivery Zone

Sunlight is distributed throughout the interior space.



Call our Commercial experts today on 13 16 19  
or email to [info@solatube.com.au](mailto:info@solatube.com.au)



**SOLATUBE**  
Innovation in Daylighting™

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