



## BRING YOUR STORY TO LIGHT

### Tops Markets improves customer experience with upgraded lighting

**Tops Markets** is a supermarket chain headquartered in Buffalo, New York. With over 150 locations throughout the Northeast, they are the largest supermarket chain in the region.

One of the stores in Rochester, New York recently decided to upgrade their lighting in the freezer aisle to dramatically improve the shopping experience for the customer and boost sales. LSI has worked with Tops in the past, providing several outdoor lighting upgrades. This particular store had no lighting in the freezer aisle, with the freezer case lights serving as the sole source of illumination. LSI installed 18 eight-foot Clarity fixtures to improve the customer experience.

Clarity provides 40% uplight and 60% downlight, illuminating the floor and brightening the ceiling. This increases visual acuity, the perceived brightness of the space, and prevents the shadowing normally associated with the "cave effect." A second Clarity installation at a nearby location followed this installation, with plans for more in the future.

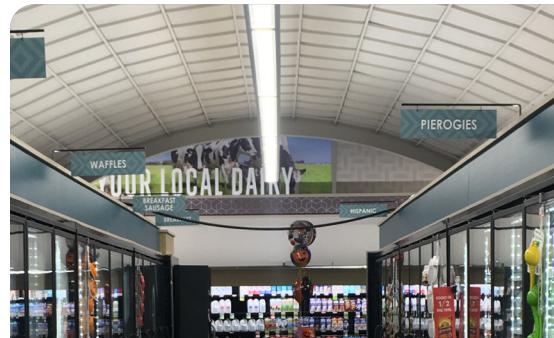
#### LSI UPGRADES: Upgraded lighting improves merchandising efforts in the frozen food aisles

**1** 18 eight-foot Clarity fixtures installed

**2** Rigid connectors for perfectly aligned runs

**3** Low-glare illumination created superior ambient lighting

**4** Top performance at operating temperatures of 32°F to +104°F



#### CHALLENGE

Tops Markets in Rochester, New York did not have lighting in the freezer aisle, creating a poor customer experience and limited consumer traffic.



#### SOLUTION

LSI installed Clarity Linear fixtures (CLRL) throughout the frozen section to brighten the aisles and improve product merchandising.



*The Clarity's modern design complemented the aesthetics of the store while improving the merchandising of the store's product.*



*"With the trust and reliability earned from doing business with LSI in the past, it was an easy transition for them to add indoor fixtures in our stores as well."*

*Project manager*