



Project 01/23

TRANSGOURMET
ZELL AM SEE

GOOD
LIGHT
STORIES

MOLTO LUCE®



TRANSGOURMET ZELL AM SEE

Sustainability meets modernity at
cash-and-carry grocery stores.

GOOD *LIGHT* STORIES

Transgourmet, a well-known Austrian food wholesaler, has created a new cash-and-carry outlet in Zell am See, Austria, that shows how modern design is able to meet increasingly high architectural standards, ensure enticing product displays as well as improve sustainability. An impressive flagship project within the food wholesale sector, this Transgourmet store was built in just 13 months with a total investment of 30 million euros. The lighting solution and illumination concept originate from Austrian specialist Molto Luce, which once again demonstrates its wealth of expertise in the retail segment in this Good Light Story.

Sustainable from the ground up.

Sustainability is a key driving force in retail generally at the moment. Transgourmet is meeting this need for sustainable solutions on the one hand by making sure the store has the smallest possible footprint, thereby minimising the amount of land being covered by impervious building materials. It also added a 1,800 m² photovoltaic system which generates around 400,000 kilowatt-hours of electricity – equivalent to the power used each year by 120 households. Any additional electricity required is provided entirely by eco-friendly hydropower.

Investment was channelled into sustainable solutions for the building itself, the external facilities, the store design and all adjacent areas. In retail settings, there is enormous potential to save energy through the installation of an up-to-date lighting system, such as the one Molto Luce designed for Transgourmet. The Austrian manufacturer has previously collaborated with Transgourmet. For this new store, an energy-efficient and optically sophisticated lighting solution was produced that was perfectly tailored to meet the exacting project requirements.

Energy-efficient lighting system.

The innovative TRAIL trunking system, which was specially developed for retail and logistics applications, was used as an all-encompassing system throughout the 3,500 m² shop floor area as well as across the 7,000 m² of warehousing and logistics space.

The TRAIL trunking was combined with matching spotlights and linear light inserts which were picked to suit different zones within the retail area. This mix of lights and the flexibility of their arrangement mean that the shelves can be illuminated optimally. It also means products can still be favourably lit even if the shelving is reorganised.

The lighting design features highly efficient ARTIS TRACK spotlights, either in the single- or double-headed version. These spotlights, thanks to their swivel ability, can be finely adjusted so that they illuminate the shelves perfectly from top to bottom, despite the unusual installation height of 4 metres. The spotlight's asymmetrical beam pattern further accentuates the goods on the shelves. As a result, the floor itself appears slightly muted while still being appropriately lit. ARTIS is a winner of the iF Design Award.

Expert use of light colours.

When it comes to lighting in food retail, it's all about choosing the right light colours or special circuit boards to improve the appeal of products and ensure their colours look true to life. ARTIS along with the Marble Meat circuit board was selected for meat and sausages in the self-service food area; the higher red values ensure the products appear particularly appetising. A circuit board with a higher proportion of blue is used for fish. This makes the light cooler and the fish looks freshly caught. To ensure Transgourmet's focal points – its meat and fish service counters – catch the attention of buyers, MOVA M LED spotlights with matching circuit boards were installed. RGB LED strip lighting was also fitted to the wooden slats above the counters to

create a visual contrast. The sales area for fruit and vegetables is likewise attractively illuminated at 3000 K with MOVA lighting, in this case in the form of recessed spotlights.

The new Transgourmet design opts for a black finish for the trunking, spotlights and light inserts, thus adding to the high-end look and feel of the store.

High racks and freezer sections.

Both areas are illuminated using the TRAIL trunking system, although in this instance it is combined with linear light inserts which achieve a particularly good light output per watt due to their high efficiency. High racks are fitted with 3000 K lighting; the freezer section has 4000 K lighting. Here, too, the use of linear inserts ensures a continuation of the clean, straight lines present in the overall illumination design. The linear lighting makes for a smooth architectural style and gives the store an orderly appearance.

Glare-free checkout and information areas.

Staff working at the information desk and checkouts benefit from comfortable lighting thanks to linear light inserts with a UGR value of <19. The outstanding glare control ensures lighting meets the recognised standard for working environments.

“Can I get you anything else?”

For cash-and-carry stores offering an all-round service to their customers, like Transgourmet, it is also worth putting thought into the design of areas located away from the main retail space and fitting them with functional, energy-efficient lighting. As a



single-source supplier, Molto Luce has a wide portfolio and a broad range of design expertise, allowing the company to provide perfect light fittings not just for retail spaces but also for areas beyond the shop floor. An advantage that both speeds up and simplifies many aspects of a project and has a positive effect on costs.

Warehouse, packing and shipping – crucial areas behind the scenes

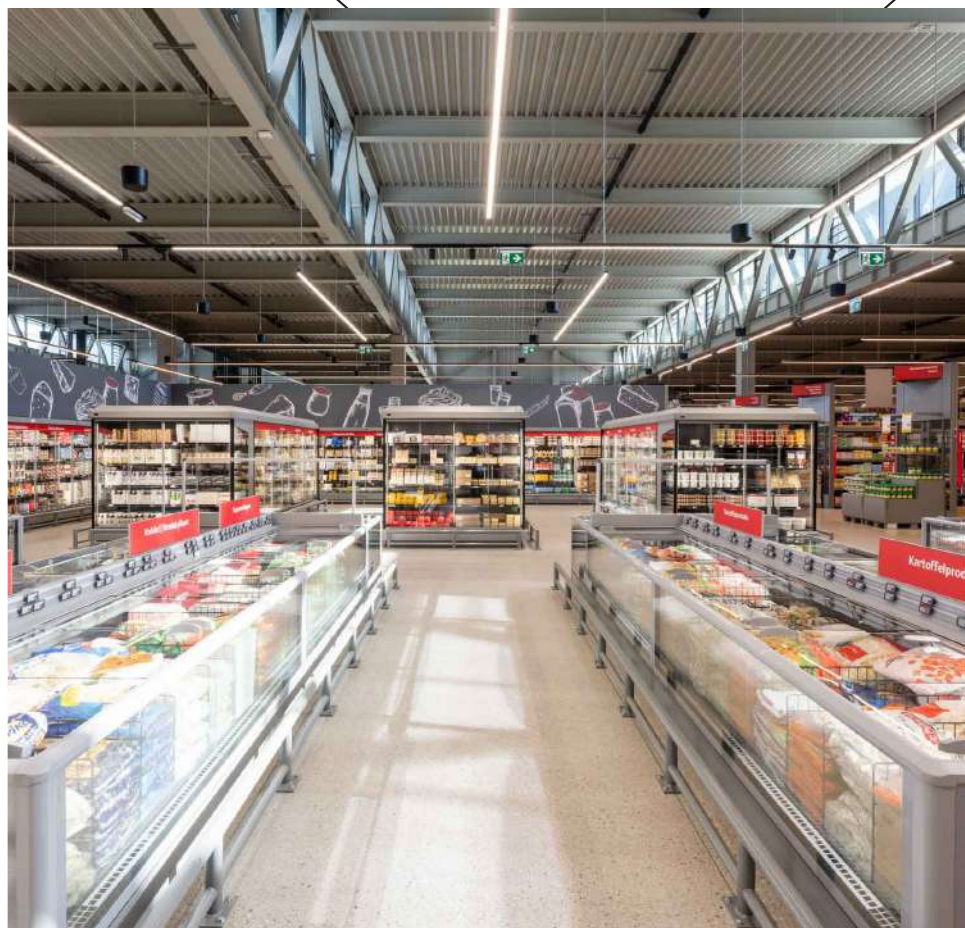
The Transgourmet warehouse is kitted out with advanced hall reflector lights that achieve extremely high energy efficiency levels thanks to the DALI control system. For equipment rooms as well as packing and shipping areas, Molto Luce has combined TRAIL trunking with cost-effective 30NE damp-proof diffuser luminaires. Emergency lighting has likewise been integrated into the trunking.

Functional and pleasant office spaces.

The offices were designed with a mixture of LENS floor lamps and BADO pendant luminaires with direct/indirect light output. Different versions of office floor lamps are used for 1–4 workstations and all feature a UGR value of <16, daytime control and motion control in order to reduce energy consumption to an absolute minimum and take into account sustainability concerns. As well as providing space lighting, BADO makes for an attractive visual element in office areas; it is also used to illuminate corridors. Pleasant lighting helps create a convivial office environment, promote good health and encourage productivity.

“ From our point of view, projects such as this Transgourmet cash-and-carry store in Zell am See are a genuine Good Light Story and demonstrate the meaning of good shop lighting solutions. A prime example of innovative ideas in terms of building architecture, store construction and lighting solutions. Visually beneficial as well as sustainable and energy efficient. ”

Günter Fillips, Key Account Manager Molto Luce



In planning and realising lighting projects it means a lot of advantages to have one leading partner.

As a lighting specialist with a wide range of products, Molto Luce can offer professional lighting solutions not only for the sales areas but also for the ancillary areas of storage, logistics or underground parking. Transgourmet made use of this huge lighting expertise in all these zones and also relied on efficient and effective lighting of Molto Luce for offices and social rooms.



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