Better Light That:

- Delivers entirely new lighting experiences
- Makes everything look better
- Adapts to the environment and human preference
- Is intuitively simple to design and implement
- Is ultra-efficient, offering lifetime energy and maintenance savings

Grocery Stores

BETTER LIGHT TURNS BROWSERS INTO BUYERS

Selling groceries is about more than just stocking the products your customers are looking for. For patrons, it’s a highly visual and sometimes emotional experience. Showing fruits, vegetables and meats in their true — and most appetizing — colors is the reason why the luminaires lighting your establishment are so important.

Cree offers a complete line of LED luminaires that will enhance the atmosphere throughout your entire operation — from a safe and inviting parking area to an appealing sales floor to a well-lit warehouse.

Installing energy-efficient Cree LED lighting offers lifetime financial benefits in the form of lower energy bills and maintenance costs, with these savings adding up to a significant amount.

What could you do with all these savings? How about reinvest the savings back into your business to increase efficiency in other ways, like upgrading your refrigeration system to save you even more over time. Or enhance your customer experience by expanding your pharmacy or specialty departments to grow sales faster.
SALES FLOOR LIGHTING THAT IMPROVES YOUR CUSTOMER’S EXPERIENCE.

Customers won’t buy what they can’t see. That’s why proper lighting for your store is so important. With unmatched high-lumen light, high color rendering and energy savings of up to 85 percent over traditional sources, Cree interior lighting puts the focus on your products to help customers focus on their buying decision.

Our luminaires are very effective, producing tremendous amounts of vertical light that are unsurpassed in the industry — meaning you need less power to illuminate every level of your gondolas. Cree® LED lighting solutions do not require relamping and are also dimmable, adding even more to your bottom line.
SPECIALTY COUNTERS THAT MAKE YOU STOP AND STAY AWHILE.

Your store lighting can serve as a guide that leads customers throughout their shopping experience. Specialty counter lighting not only makes these areas stand out, but acts as landmarks to help your patrons navigate more easily.

Showcase your service departments in style. Efficient, dimmable Cree LED lights powered by Cree TrueWhite® Technology provide exceptional color rendering and crisp white light with superior color accuracy and consistency compared to alternative systems. That means more colorful flowers, redder meats and more appetizing breads, which all translate to more sales.
LS Series Surface Ambient
- 90 CRI or 80+ CRI
- Deliver up to 10,000 lumens
- Efficacy up to 130 lumens per watt
- Dimming: 0-10V to 5%
- Occupancy sensor and thru-wiring available

KR Series Downlights
- Cree TrueWhite® Technology
- Cree WaveMax® Technology (8”)
- Deliver up to 8,000 lumens
- Efficacy up to 77 lumens per watt
- Dimming: TRIAC to 5%, 0-10V to 10%, Cree Sunset Dimming
- 4” or 6” round and square, 8” round

ZR Series Troffers
- 90 CRI or 80+ CRI
- Deliver up to 5,000 lumens
- Efficacy up to 130 lumens per watt
- Matte finish for reduced glare
- Dimming: 0-10V to 5%
- Retrofit Kit option available
LIGHTING THAT MAKES YOUR PRODUCE POP AND SETS YOUR STORE APART.

You stock the most colorful and vibrant food available, but without high-quality light, how will your customers know their apples are fresh from the orchard?

Powered by Cree TrueWhite® Technology, Cree LED lighting provides beautiful light that approaches natural sunlight and is a more efficient solution than halogen lamps. Cree LED lamps have almost zero UV and IR emissions. This helps your produce stay fresher longer, so it looks as enticing as it would in natural daylight, showing your customers that you care about quality just as much as they do.

**PAR30 Lamps**
- CCT: 3000K
- 90 CRI
- 25° spot, 40° flood beam angles
- 81 LPW
- Dimmable to 5% with select dimmers
- ENERGY STAR® qualified for commercial use

**BR30 Series Lamps**
- CCT: 2700K, 3000K, 4000K, 5000K
- 90 CRI
- Suitable for damp locations
- Up to 107 LPW
- Dimmable to 5% with select dimmers
- ENERGY STAR® qualified for commercial use

**R20 Lamps**
- CCT: 2700K
- 85 and 90 CRI
- Suitable for damp locations
- Up to 91 LPW
- Dimmable to 5% with select dimmers
- ENERGY STAR® qualified for commercial use
CRISP, WHITE LIGHTING FOR MORE PRODUCTIVE WORK SPACES.

A well-lit space with high vertical yet low-glare illumination for areas such as the pharmacy offers greater visibility for the employees who are critical to running these areas safely and efficiently.

Cree® interior LED luminaires deliver a powerful combination of uniform light distribution with high color rendering, which is especially important for areas like the pharmacy where high-detail, color-critical work requires greater visual acuity. High vertical illumination in these areas also helps employees identify and locate inventory faster — even on the bottom shelves — making your operation run as efficiently as possible.
LS Series
- 90 CRI or 80+ CRI
- Deliver up to 10,000 lumens
- Efficacy up to 130 lumens per watt
- Dimming: 0-10V to 5%
- Occupancy sensor and thru-wiring available

ZR Series Troffers
- 90 CRI or 80+ CRI
- Deliver up to 5,000 lumens
- Efficacy up to 130 lumens per watt
- Matte finish for reduced glare
- Dimming: 0-10V to 5%
- Retrofit Kit option available

Essentia® Series Downlights
- 90 CRI
- Deliver up to 6,790 lumens
- Efficacy up to 91 lumens per watt
- Dimming: 0-10V to 1%; Triac to 10%
- Narrow, medium and wide beam angles
- 4", 6" and 8" round with wall wash and adjustable accent configurations
INVITE SHOPPERS INSIDE AND PROVIDE A SENSE OF SECURITY OUTSIDE.

A shopper’s first experience of your grocery store isn’t the produce section or even the cart corral. Your store’s first impression is made from the road. That’s why the lights defining your perimeter, lighting your parking lot and illuminating the building are so important.

Cree® exterior lighting offers a virtually maintenance-free solution with optimum illumination, unobtrusive architectural blending and precise light cutoff. Put light exactly where you want it, not where you don’t, while using a fraction of the energy of traditional solutions. Your shoppers will thank you — and so will your bottom line.

<table>
<thead>
<tr>
<th>OSQ Series Area</th>
<th>CPY Series Canopy &amp; Soffit</th>
<th>XSP Series Wall Pack</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Minimum 70 CRI</td>
<td>• Minimum 70 CRI</td>
<td>• Minimum 70 CRI</td>
</tr>
<tr>
<td>• Deliver up to 27,103 lumens</td>
<td>• Deliver up to 20,080 lumens</td>
<td>• Deliver up to 4,100 lumens</td>
</tr>
<tr>
<td>• Efficacy of 139 lumens per watt</td>
<td>• CCT: 3000K, 4000K, 5700K</td>
<td>• Efficacy up to 100 lumens per watt</td>
</tr>
<tr>
<td>• cULus listed</td>
<td>• IP66 rated (direct mount)</td>
<td>• IP66 rated</td>
</tr>
<tr>
<td>• Versatile mounting</td>
<td>• Class I, Division 2 Hazardous Location models</td>
<td>• Type II and Type III distributions</td>
</tr>
<tr>
<td></td>
<td>• 0-10V dimming control</td>
<td></td>
</tr>
</tbody>
</table>
CREE SMARTCAST® INTELLIGENCE PLATFORM™

What if you could easily transform your existing stores into energy-efficient spaces with automated intelligence to optimize light levels.

With Cree SmartCast® Technology, we’ve totally redefined intelligent lighting by making it so intuitive and simple, it just works — for you and for everyone who experiences it.

Within each SmartCast® enabled luminaire, integrated sensors, cutting-edge electronics and software all work together using the language of light and intelligent algorithms to automatically learn and interact with each other and with your space.

The result is a seamless application of scalable intelligent light strategies that can save you up to 70% in energy costs while delivering more comfortable, personalized lighting experiences.

And if you’re ready to connect to the Internet of Things (IoT), SmartCast® Technology offers an open, scalable platform that works seamlessly with smart building applications to amplify savings and further optimize environments, delivering even more value.

The best part: All of this is employed with OneButton™ Setup, enabling an entire building to be commissioned and connected at one time.

So Easy, the Building of the Future Can Be the One You’re Already In.

Environmental Awareness and Control
Embedded sensors continually detect and share data on room occupancy, ambient light and energy consumption to fine-tune your environment and energy-saving strategies in real time.

Simple Set-Up and Commissioning
OneButton™ Setup commissions hundreds of luminaires in a single step, providing smart lighting that meets existing and emerging buildings codes, wirelessly and over Power over Ethernet (PoE) — operational in minutes, not weeks.

A Platform for Intelligent Lighting
SmartCast® Technology orchestrates the optimal environment for energy efficiency and productivity by setting parameters for brightness and color, adjusting color temperatures to tasks and personal preferences, and tracking improvements.

Innovative Connectivity
SmartCast® PoE embraces imagination and collaboration with the open, standards-based SmartCast® API that invites endless third-party app development and ensures seamless integration.
PROVEN INNOVATION AND SUPERIOR VALUE.

The innovative technologies that make up Cree® products have revolutionized the lighting industry by making high-quality, sustainable LED lighting affordable and available to all. With this advantage, we remain at the forefront today, dedicated to better light that improves both our customers’ spaces and their bottom lines.

**Cree TrueWhite® Technology**

Cree TrueWhite® Technology delivers an exclusive combination of industry-leading efficacy (up to 150 lumens per watt) and 90+ CRI to lighting applications. Featuring high R9 values, spaces are brighter and colors are more vivid under beautiful white light — all while offering significant energy savings compared to traditional technologies.

**DeltaGuard® Finish**

Cree’s exclusive Colorfast DeltaGuard® Finish protects our LED outdoor fixtures without compromise. Immersive conditioning across 18 stages delivers an e-coat epoxy primer with an ultra-durable powder topcoat, providing unmatched protection against corrosion, UV light, fading and weathering complete with a 10-year limited warranty.

**Cree WaveMax® Technology**

Cree WaveMax® Technology is a breakthrough in the execution of waveguide technology that challenges industry-standard assumptions of how light is delivered. Featuring up to 90% optical efficiency and precise optical control, Cree WaveMax® Technology enables customers to obtain unmatched visual comfort and improved color quality without sacrificing performance. This transformative technology redefines the limits of fixture design to optimize performance and provides more aesthetic options at an unmatched customer value.

**Cree 10-Year Limited Warranty**

Light your store with confidence. Cree offers a 10-year limited warranty that covers the broadest product range in the industry. To learn more, please visit lighting.cree.com/warranty.

No sacrifice or compromise. Just high-quality illumination performance that uses less energy, greatly reduces maintenance costs and puts your facility in a whole new light. Only from Cree.
ADD MORE GREEN TO YOUR BOTTOM LINE

Facilities featured in this brochure include:

- Bashas' Supermarkets - Tempe, AZ
- Cub Foods - St. Paul, MN
- H-E-B Grocery Stores - Austin, TX
- Top's Markets - Geneva, NY
- Walmart®

Visit lighting.cree.com or email grocery@cree.com to learn more.