

Press Release

Nualight launch Red-Tone (RT) Variants of Orion

LONDON, United Kingdom – Effective September 2017– Additions to the Orion range of LED refrigeration lighting, from Nualight, bring new depths to refrigerated meat displays.

You're in the supermarket. Have you ever considered what attracts you to a piece of fresh meat? There are key factors at play. Unlike fruit and vegetable shopping, where you can touch, feel and smell, fresh meat shopping relies on the visual cues we receive from the produce.

Instinctively we look to see how pigmented, flush and red the meat is. This information tells us how healthy and safe the food would be to consume. In the right light, we can assess how fresh the produce is and the time before it spoils.

Retailers must display these time sensitive products under the correct lighting to communicate the freshness of the meat to enable customers to make the right purchase decisions to achieve a quick timely sale.

Best light for customer choices

To help retailers and display case manufacturers provide the best lighting conditions, Nualight have now added Red-Tone (RT) variants to their industry leading Orion range of LED refrigeration lighting. Orion Red -Tone (RT) solutions are specially formulated to enhance fresh meat display cases, picking up and strengthening the natural reds found in the products.

Furthermore, the Orion range contains no UV and IR and does not generate excess heat. This ensures packaging will not fade or create a barrier to the communication of important information. Orion, covers a wider colour spectrum than traditional fluorescents and provides an environment where the true colours of the meat are reflected enabling customers to analyse this valuable information.

Combine these benefits with the high performance features of the existing range, including industry leading efficacies, 50K hour life times and fast delivery times for stocked products, retailers and manufacturers alike are offered a win/win solution. To find out how Orion Red- Tone can transform your refrigerated meat display cases visit: <http://www.nualight.com/products/orion-horizontal/>

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About Nualight

Founded in 2005 in Cork, Ireland, Nualight is a specialist European LED lighting company selling predominately refrigeration lighting into the world's leading grocery retailers, refrigeration display case manufacturers, specialist refrigeration wholesalers and distributors.

With a heritage in award winning, market leading solutions and due to its progressive and nimble approach, Nualight is also privileged to serve select key accounts within industrial and infrastructure applications.



All Nualight solutions are engineered with a focus on high quality and performance. The comprehensive and versatile product portfolio promises to deliver real ROI, higher sales, lower energy bills and solutions that consistently go on creating unrivalled impactful and inspiring spaces that withstand the test of time.

More than a decade on, the entrepreneurial and collaborative culture that thrust the company to the forefront of the grocery retail category is still strong as is proven both by the successful long term partnerships with customers and with Nualight's ability to attract some of the brightest, most dynamic individuals in the industry.

Nualight is funded by major resource efficiency and renewable energy investors: Adaxia Capital Partners and ESB Novusmodus managed by Greencoat Capital. The company has a sales presence throughout Europe and a global network of approved resellers. For further information, please visit www.nualight.com

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