

## Press Release

### **International supermarket chain- PennyMarkt light up with LED and close the chiller doors on rising energy costs and carbon emissions**

LONDON, United Kingdom – 28.11.17– Working together, Nualight, Cool Solutions and DoubleCOOL have achieved vibrant chilled product displays for international supermarket chain PennyMarkt.

Following in the footsteps of many European retail chains, PennyMarkt, Germany, are closing their open-fronted refrigeration equipment with retrofit doors, in a bid to save energy and cut carbon emissions.

DoubleCOOL's chiller doors have found worldwide recognition for saving up to 50% on energy in supermarkets, nevertheless, for a chiller door retrofit to be successful speciality lighting must be employed.

Anthony Giles, Cool Solutions Director details, "Previously, PennyMarkt had fluorescent canopy lighting installed in their open-front multideck chillers. As everyone knows, retrofitting doors to your open-front cases achieves significant energy savings. However, in order to achieve the optimum merchandising display of the products on sale, frameless doors and effective vertical and horizontal LED lighting must also be installed. DoubleCOOL doors and Nualight achieve this without question."

Wolfgang Klingenberg, DoubleCOOL Sales Director, adds "Nualight were the natural choice and are now our preferred partner for LED lighting. Their Orion product uses the latest energy efficient LEDs and provides an illumination which is not only easy on the eye but eliminates those dark spots you often get. The products are then presented in a brighter more inviting way."

So far three PennyMarkt stores in Dieburg and central Frankfurt have been equipped with the DoubleCOOL / Nualight package and PennyMarkt senior management are very satisfied so far. This is a good basis for possible future retrofit roll-outs of stores in Germany.

Wolfgang comments, "In fact, PennyMarkt are even noticing an increase in sales post-retrofit of the DoubleCOOL/Nualight package. It is really attracting customers to buy

the offered products. The clean unobtrusive LEDs make the product displays sparkle and increases the vibrancy of the colours on the product packaging.”

For more information on Nualight’s refrigeration lighting solutions please visit: [nualight.com](http://nualight.com)

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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](http://www.nualight.com)

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