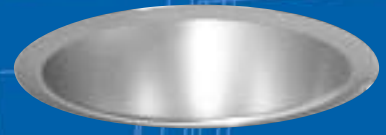


The Insider's Guide

See Your Retail Petroleum/C-Store Interior
in a Whole New Light



Fresh

FRESH FOOD MADE TO ORDER

Vibrant



Relevant

Visible



WHITEWAY

Performance-Designed Lighting Packages

Illuminate the Senses



With the evolution of the retail petroleum/c-store market, the latest focus has shifted from dispenser islands to retail interiors. Customer expectations have been elevated to new levels, driving major oil/c-store operators to recreate their image through the remodeling of older sites. The emphasis today is on creating a retail environment that is exciting, relevant and most of all, fresh.

It's How We Make You Look!

Enhanced retail and display lighting will provide the illumination necessary to highlight your new décor, while becoming an essential component in the fresh, new look of your location. We offer a large selection of decorative interior and exterior luminaires to create an ambience that is remarkably inviting. The lighting specialists at Security/Whiteway will assist you in developing a lighting design that is both relevant and cost effective, while also meeting your general illumination requirements.

The Whole Is Less Than the Sum of the Parts

Don't invest in parts for your old, tired lighting system. A replacement ballast, lamps and lens are more expensive than a brand new fixture. Plus new fixtures give you the opportunity to take advantage of today's more energy-efficient lighting products and our industry-best warranty while updating your image.



Decorative Lighting

Emergency/Exit Lighting

Ambient Lighting

Accent Lighting

Light Layering Adds New Life to Your Décor

Enhanced interior lighting utilizing the right combination of fixtures will entice customers to enter the store, then direct them to the desired point of purchase displays, which highlight product selection to maximize retail sales. Proper light layering will create a welcoming ambiance that encourages profitable traffic flow.



Ambient Lighting

Begin with an appropriate amount of general illumination that will show your customers that you are open for business while providing illumination necessary for shopping convenience. Choose from a wide array of parabolic and recessed downlighting fixtures available in many sizes, styles and colors.

Accent Lighting

Add a splash of accent lighting to illuminate POP displays and décor features for greater visibility and customer-focused attention. You can create these effects by using our wall wash downlights, track or specialty fluorescent luminaires.

Decorative Lighting

Add vibrance to your new floor plan with decorative lighting fixtures that are sure to capture your customers' imagination. No other company can offer a greater selection of decorative chandeliers, pendants and sconces than Security Lighting/Whiteway. Decorative fixtures may also function as a tool to entice potential co-brand dining partners to enhance your retail operation.

Emergency/Exit Lighting

Finish your new look by cleaning up your emergency and exit lighting. Free up limited wall space by hiding required emergency lighting within your ambient lighting luminaires and update existing emergency and exit lights to new combination units.



Leave Your Competition Standing in the Dark

Your Customers Will See You in a Whole New Light



Make A Visible Difference with Exterior Lighting

Don't let the investment in your new interior go unnoticed. With better than 50% of today's retail business based on impulse stopping, coupled with longer hours of nighttime operation, customers must notice your 'outside' to get to know you on the 'inside'. We offer a full exterior lighting package that provides visibility essential to your after-dark hours of operation, including soffit, parking lot, canopy and building lighting.



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