

GROCERY / RETAIL

GE ConstantColor CMH™ SPXX



“The new GE ConstantColor CMH™ SPXX lights created a bright new look in the store. We’ve had comments from customers noting how good our produce and meat look.”

–Mike Dunning
Store Manager
Sobeys

Grocery store shines with new GE ConstantColor CMH SPXX lamps

Sobeys, with more than 1,350 stores, is a leader in the grocery marketplace throughout Canada. Their 59,844 sq. ft. store in Sackville, a suburb of Halifax, Nova Scotia, opened in 1994.

“To maintain our position in the marketplace, the company is constantly looking for ways to stay ahead of the competition,” explained Sackville store manager Mike Dunning. “Whether it is merchandise, customer service or extras like the in-store pharmacy, we are always compared to competition; we have a competitor just across the street.”

As part of a renovation of the eight year-old store, Sobeys headquarters Energy and Procurement staff evaluated the latest in light technology and selected 400-watt GE **ConstantColor CMH SPXX** lamps for the project. **GE CMH SPXX lamps are designed for color critical applications. For use in both open and closed fixtures, the lamp has a 92 CRI, produces vibrant reds in displays that create a “color true” look, offers constant color initially and over 20,000 hours of life, plus has excellent lumen maintenance.**

“Replacing the old lighting, a combination of metal-halide and fluorescent lamps, with new **CMH SPXX** lamps certainly made a big difference,” Dunning said. “Customers have commented about how much better the produce looks and nothing has changed but the lighting. The meat and deli departments have had similar comments from customers.”



GE Lighting