



The time has come for retail stores to discover their need of natural light!

Natural light creates a healthy workplace for employees and an inviting ambience for shoppers. In fact, research shows that sales increase by 40% when natural light is added to a retail store.

The fashion store Viktoria Arena in Gothenburg resides in a 1910's cinema. It's interior was spectacular from start, but as many stores does, it lacked of natural light. Its only connection to the outside world was the street entrance.

With Parans' system this has changed. Now the staff report with content that they can tell the weather by looking at the staircase that Parans' sunlight luminaires light up.

Two SkyPorts are mounted on the roof about 10 meters above the Björk luminaires. The sunlight collected on the roof lights up the main staircase, inviting shoppers to the second floor.

The relaxing and enjoyable atmosphere created by natural light brings economical gains. A Californian study of 108 nearly identical stores revealed that the stores with natural lighting sold 40% more than those without.