

# PROMOLUX LEADS THE WAY WITH ADVANCED LED LIGHTING FOR FRESH FOOD IN SUPERMARKET REFRIGERATION DISPLAYS

*Promolux the leading manufacturer of food-specific LED lighting, announced the launch of their latest offering of LED lighting for the retail food industry.*

VICTORIA, BRITISH COLUMBIA, CANADA, April 13, 2023 /EINPresswire.com/ -- Promolux Lighting International, a leading manufacturer and global supplier of Balanced Spectrum LED lighting for the grocery industry, proudly announced the launch of their latest offering of LED lighting for the retail food industry. This new technology provides superior quality, superior lifespan and superior food safety compared to traditional LED lighting. Promolux's LED lighting products feature Safe Spectrum technology that reduces photo and lipid oxidation of all fresh products.



Fresh Meat Displayed in Supermarket Refrigeration Case is Exposed to Photo and Lipid Oxidation from Common LED Lights

The importance of proper lighting in extending the shelf life of perishables, such as ground beef patties, has long been recognized by the food retail industry. Recent research conducted by the School of Agricultural Sciences, McNeese State University, has demonstrated that [Promolux LED Lights can effectively preserve the shelf life of ground beef](#) patties and reduce discoloration. According to the study conducted in a light chamber at varying levels of illuminance, Promolux outperformed other light sources. Promolux's LED lighting technology emits a balanced spectrum with high Color Preference Index (CPI) light which allows for a crisp appearance of the ground beef product and extends its shelf life to its maximum potential. The lights are also specifically designed to reduce the effects of photo and lipid oxidation over a longer period of time.

"We are pleased to be able to offer superior LED lighting technology to our customers in the food industry," says a spoke person for Promolux. "Our LED lighting solutions can help

businesses save money, improve energy efficiency and, most importantly, protect food products from damage caused by improper lighting. ”

The use of [Promolux LED Lights in retail refrigerated fresh food displays](#) enables supermarkets to optimize their product offerings and increase customer satisfaction, not only for fresh ground beef but for perishable fresh foods such as meat, deli, seafood, as well as dairy, pastries, produce as well as all other food groups. Investing in high-quality lighting solutions, such as Promolux, can lead to increased customer loyalty and higher profitability for supermarkets.

In addition to its superior lighting technology, the [Safe Spectrum technology by Promolux reduces photo and lipid oxidation](#) of items in refrigerated display cases. This technology helps to reduce waste and shrinkage of fresh foods and makes Promolux an effective solution for supermarkets in terms of shelf life optimization. Overall, Promolux LED Lights provide a safe, reliable and energy-efficient method of preserving ground beef patties in retail refrigerated displays.

“

Our LED lighting solutions for the grocery industry can help businesses save money, improve energy efficiency and, most importantly, protect food products from damage caused by improper lighting.

”

*Spokesperson*

###



Grocery Stores and Supermarkets can Reduce Photo and Lipid Oxidation of their Fresh Meat and Deli by Retrofitting their Refrigerated Display Cases with Safe Spectrum LED Lighting from Promolux

The results of the research conducted by Wannee Tangkham and Frederick LeMieux strongly suggest that supermarkets should invest in Promolux Balanced Spectrum LED Lights to optimize their product offerings and increase customer satisfaction. With Promolux’s LED lighting technology and Safe Spectrum technology, supermarkets can experience reduced product shrinkage, extended shelf life, and improved product quality.

For more information on Promolux Lighting International, please visit their website at [www.promolux.com](http://www.promolux.com)

For media information, contact:  
Promolux Lighting International  
info@mgvinc.com  
1. 800. 519. 1222  
1. 250. 743. 1222

Mark Granfar  
Market Group Ventures Inc.  
+1 250-743-1222  
info@mgvinc.com

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[YouTube](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/627440240>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.