



SUPERSTORE FIXTURE EXPERT



SERVICE

轻出冠军货架设计服务内容

1

Space Design
-MD Planning System
空间设计——MD规划系统

2

Store decoration system
店面装饰系统

3

Prop display system
道具陈列系统

4

Lighting system
照明系统

5

Decoration construction
deepening system
装饰施工深化系统

6

超市企划营销开业指导方案

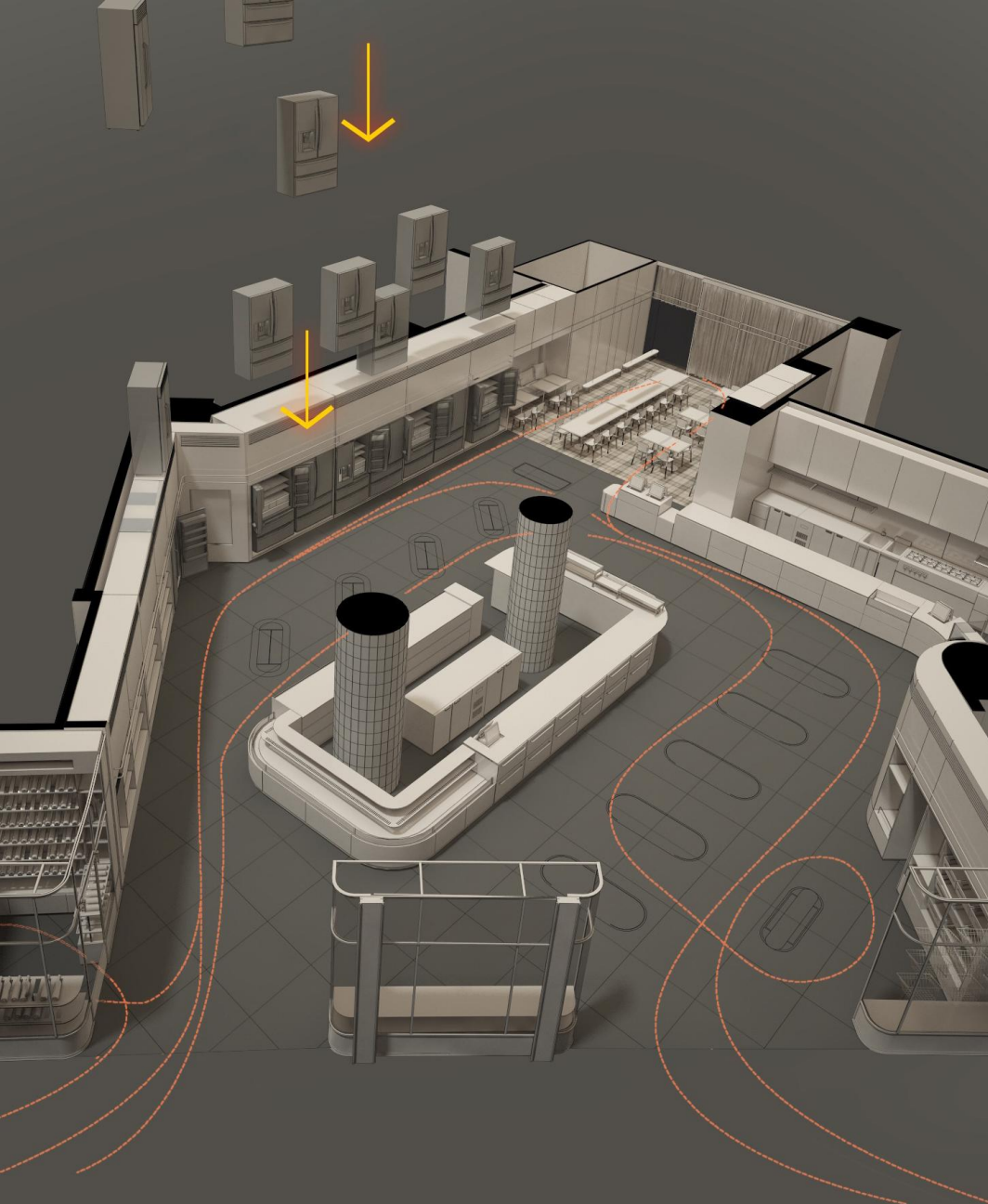
7

Category management and
merchandise display
品类管理及商品陈列

CONCEPTS

01

Space Design -MD Planning System
空间设计——MD规划系统



Supermarket Area 超市部分

- 1、Customer moving line planning diagram
动线规划图
- 2、Store layout
卖场平面布局图
- 3、Backfield layout
后场平面规划
- 4、Tenant partition diagram outside the checkout counter line
收银线外租户分割图
- 5、Commodity category link
品类链接

Tenant area 外租部分

- 1、Customer moving line planning diagram
动线规划图
- 2、Regional brand location diagram (Customer leads, we give assistance)
各区域品牌落位图（甲方主导、乙方协助）

MD 规划系统

MD planning



道具规划系统 Prop planning



02

Store decoration system
店面装饰系统



Tenant Area 租赁部分

- | | |
|---|------------|
| 1、Door sign image effect design | 门头形象效果设计 |
| 2、Public area column effect design | 公共区域柱体效果设计 |
| 3、Public area walkway effect design | 公共区域走道效果设计 |
| 4、Elevator effect design | 电梯间效果设计 |
| 5、Atrium space decorative effect design | 中庭装饰效果设计 |
| 6、Public restroom decorative effect | 公共卫生间装饰效果 |
| 7、Service counter effect design | 总服务台效果设计 |
| 8、Checkout counter effect design | 收银台效果设计 |
| 9、Leisure area effect design | 休闲区域效果设计 |
| 10、Tenant shops decoration standards | 租赁商户装修标准 |

Supermarket Area 超市部分

- | | |
|---|----------------------------|
| 1、Door sign image effect design | 门头形象效果设计 |
| 2、Scene display area design | 情景展示区域设计 |
| 3、Supermarket main entrance | 超市主入口 |
| 4、Escalator entrance | 扶梯入口 |
| 5、Groceries area design | 杂品区域设计 |
| 6、Service area design
(service counter, shopping cart
storage area, cashier area) | 服务区域设计
(服务台、购物车存区域、收银区) |

Case presentation

案例展示



门头形象效果设计
Door sign image effect design



情景展示区域设计
Scene display area design

Case presentation 案例展示



超市主入口
Supermarket main entrance



收银区
cashier area

Case presentation

案例展示



个人护理区域
Personal skin care area

Case presentation
案例展示



厨房百货区域
Kitchenware area



家居百货区域
Household area

03

Prop display system
道具陈列系统



Supermarket Area 超市部分

- 1、Groceries area equipment selection
杂品区设备选型
- 2、Checkout counter selection
收银台选型
- 3、Scene island display selection
情景堆选型
- 4、Extended island display selection
延伸堆头选型

Equipment selection

设备选型



1.非食靠墙货架（带灯） 1200*520*2700mm
Non-food wall shelf (with light)



2.中岛货架（带灯） 6480*970*1650mm
island shelf (with light)

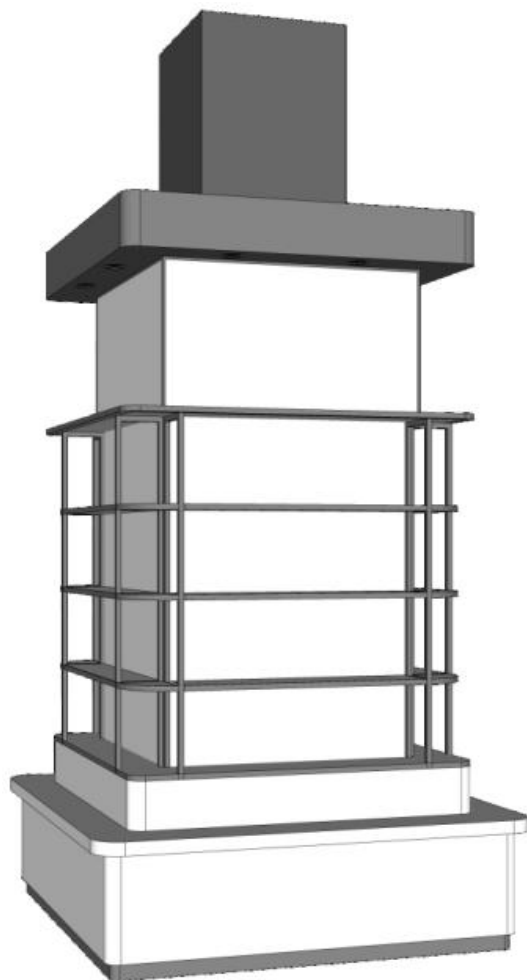
Equipment selection 设备选型



洗化区靠墙货架（带灯） 1200*520*2400mm
Washing and toiletries area wall shelf (with light)

Equipment selection

设备选型

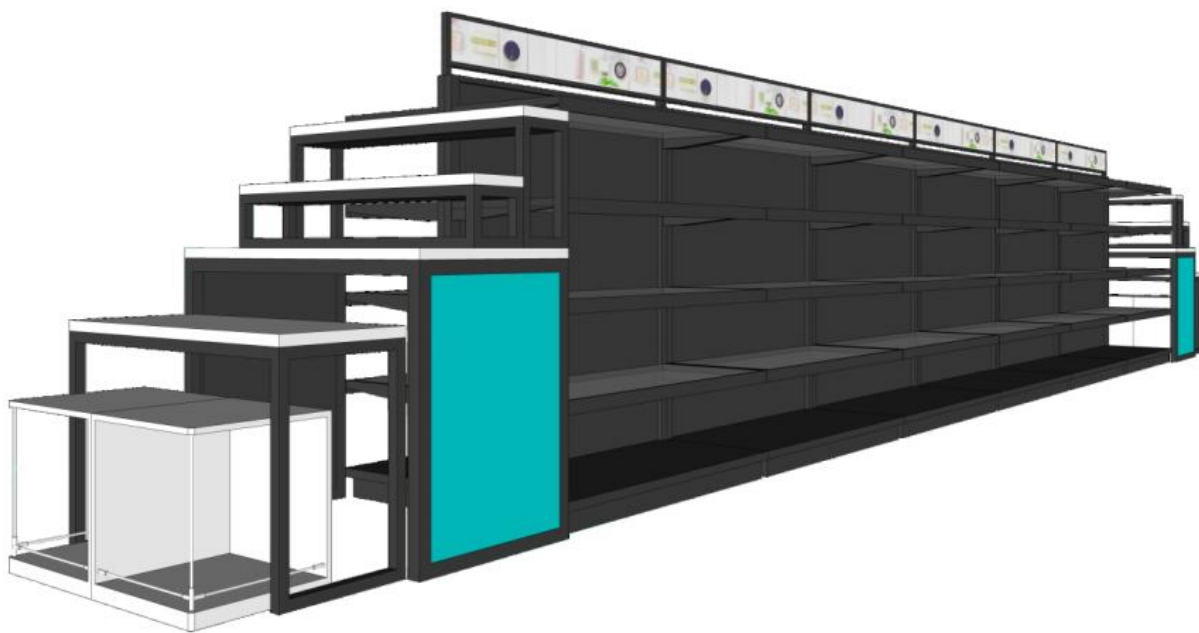


洗化区包柱货架1（带灯） 1700*1700*2800mm
1 Washing and toiletries area pillar shelf(with light)

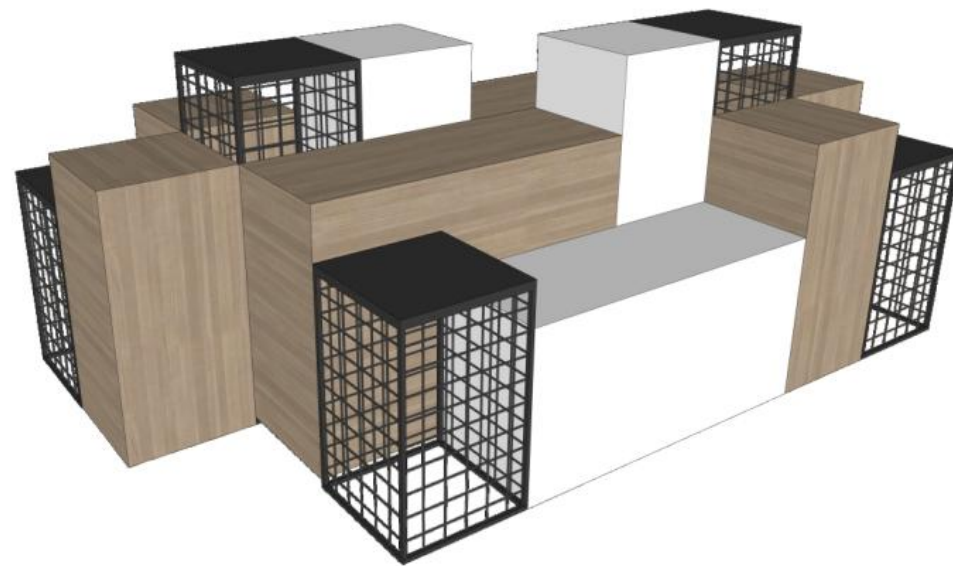


洗化区包柱货架2（带灯） 2200*1700mm
2 Washing and toiletries area pillar shelf(with light)

Equipment selection 设备选型



洗化区中岛货架（带灯） 9520*970*1650mm
Washing and toiletries area island shelf(with light)



洗化区情景堆
Washing and toiletries area scene island display

Equipment selection 设备选型



洗化区情景堆
Washing and toiletries area scene island display



洗化区情景堆
Washing and toiletries area scene island display

Equipment selection 设备选型



人工收银台 1600*1100mm
Manual cashier desk



自助收银机 800*500mm
self-service checkout

04

Lighting system
照明系统



Tenant Area 租赁部分

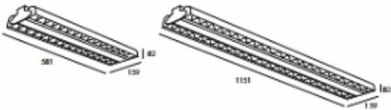
- 1、Entrance and exit lighting
出入口照明
- 2、Public walkway lighting
公共走道照明
- 3、Elevator lighting
电梯间照明
- 4、Restroom lighting
卫生间照明

Supermarket Area 超市部分

- 1、Groceries area lighting design
杂品区域灯光设计
- 2、Service area lighting design (service counter, shopping cart storage area, cashier area)
服务区域灯光设计 (服务台、购物车存区域、收银区)
- 3、Special requirement lighting design (e.g. wall wash lamp, scene island display)
特殊需求灯光设计 (如洗墙灯、情景堆)

Area lighting design
区域灯光设计

平板灯



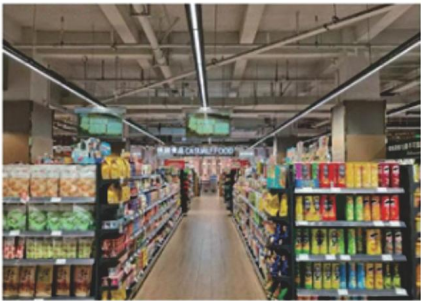
LD-L13320	LD-L13340
3x20W	3x40W
2200lm	4400lm

CCT
3000K 4000K 5000K

CRI
Ra 80



光源类型 Light Source: SMD
输入电压 Input Voltage: AC220V/50Hz
材质 Material: 铝 Aluminum



射灯



新方案	旧方案
25W	36W
3200lm	3200lm



光源类型 Light Source: COB
输入电压 Input Voltage: AC220V/50Hz
材质 Material: 铝 Aluminum



LD90148-3D
25W
3200lm

CCT
3000K 4000K 5000K 5700K 6500K

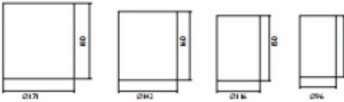
CRI
Ra 80/90



筒灯



光源类型 Light Source: COB
输入电压 Input Voltage: AC220V/50Hz
材质 Material: 铝 Aluminum



LD-A171180	LD-A142160	LD-A116150
40W	30W	25W
3200lm	2400lm	2000lm

LD-A96150
20W
1600lm

CCT
3000K 4000K 5000K 5700K 6500K

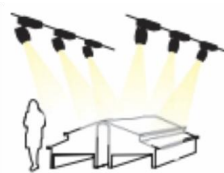
CRI
Ra 80/90





LIGHTING 灯光照明

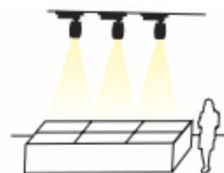
生鲜区域常用照明产品及应用
COMMONLY USED LIGHTING PRODUCTS AND
APPLICATIONS IN FRESH AREAS



水果区域
Fruit area
3000K (CRI≥90)

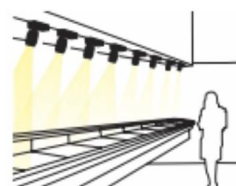


蔬菜区域
Vegetables area
5000K (CRI≥90)



水产、冰鲜区域
Aquatic, Icy Areas
7000K (CRI≥80)

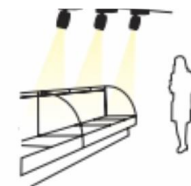
轨道射钉系列
ORBITAL NAIL SERIES



鲜肉、牛肉区域
Fresh meat, beef area
3200K (CRI≥70)



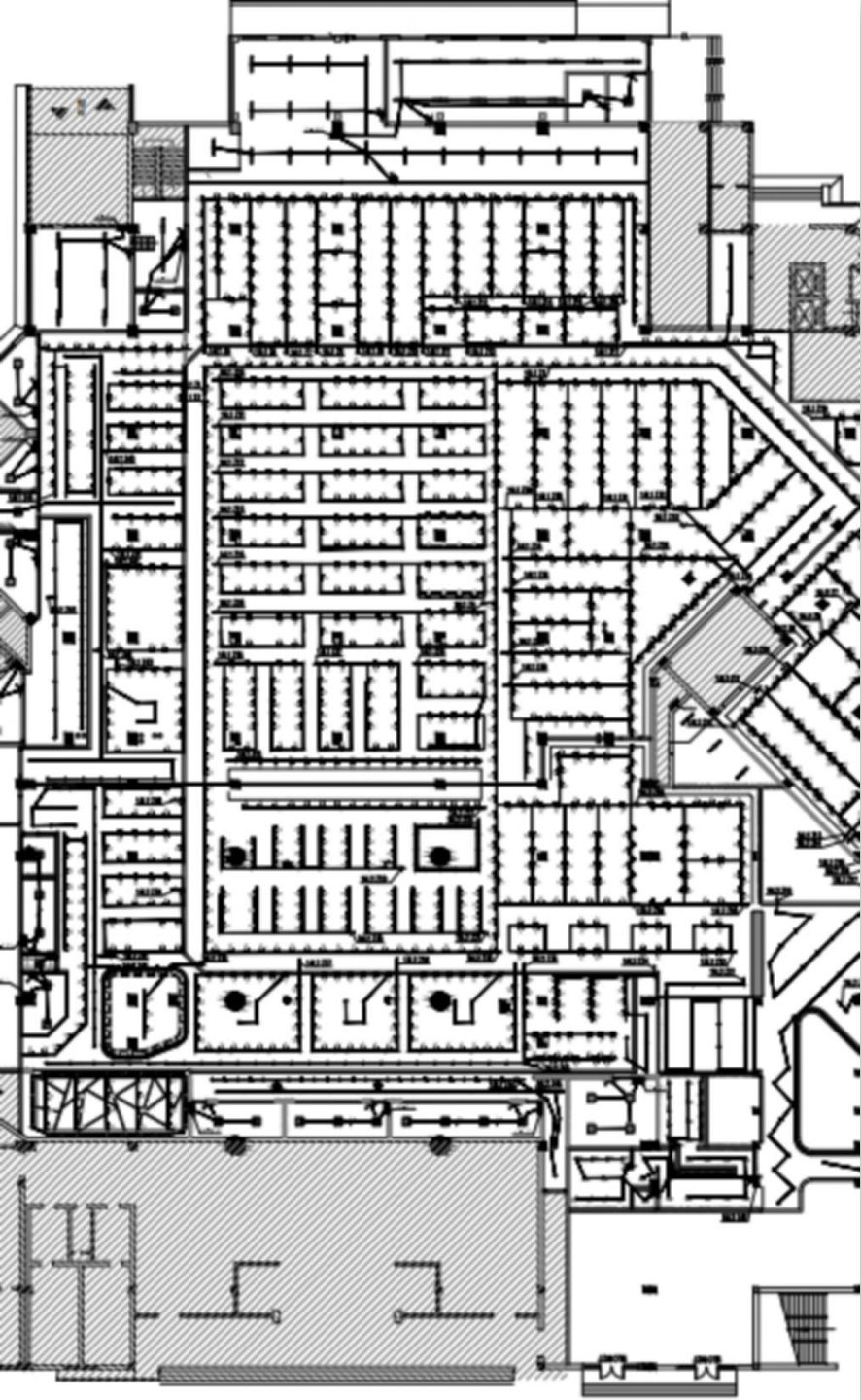
腊肠、腊肉区域
Sausage, bacon area
3000K (CRI≥90)



面包、糕点、红酒、散货区域
Bread, pastry, red wine, bulk area
2500K (CRI≥90)

05

Decoration construction deepening system
装饰施工深化系统



Deepening design of hydropower 水电深化设计

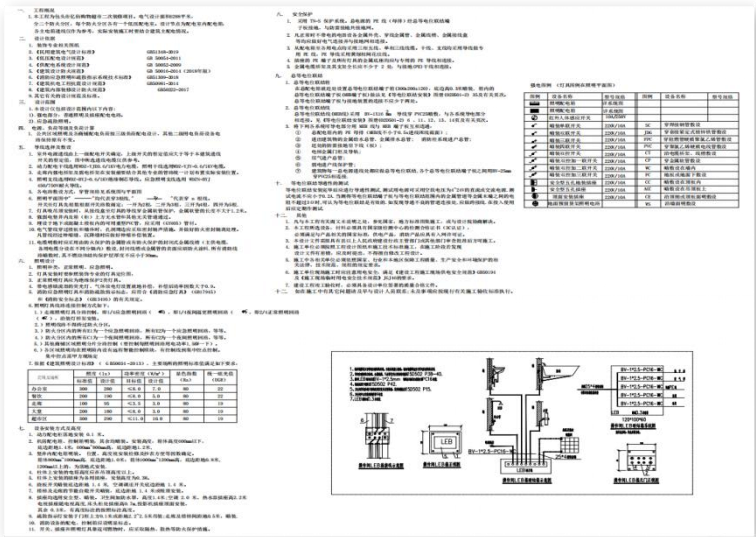
- | | |
|---|--------------|
| 1、list of drawing | 1、图纸目录 |
| 2、Electrical design instructions | 2、电气设计说明 |
| 3、Power distribution system diagram | 3、配电系统图 |
| 4、Main line plan | 4、主干线平面图 |
| 5、Socket plan | 5、插座平面图 |
| 6、Lighting plan | 6、照明平面图 |
| 7、Emergency lighting plan | 7、应急照明平面图 |
| 8、Ground evacuation indication plan | 8、地面疏散指示平面图 |
| 9、Weak current socket point plan | 9、弱电插座点位平面图 |
| 10、Living water supply and drainage design instructions | 10、生活给排水设计说明 |
| 11、Water supply and drainage plan | 11、给排水平面图 |
| 12、Water supply and drainage principle system | 12、给排水原理系统 |

Construction plans, elevations and details 施工图平面、设计及节点

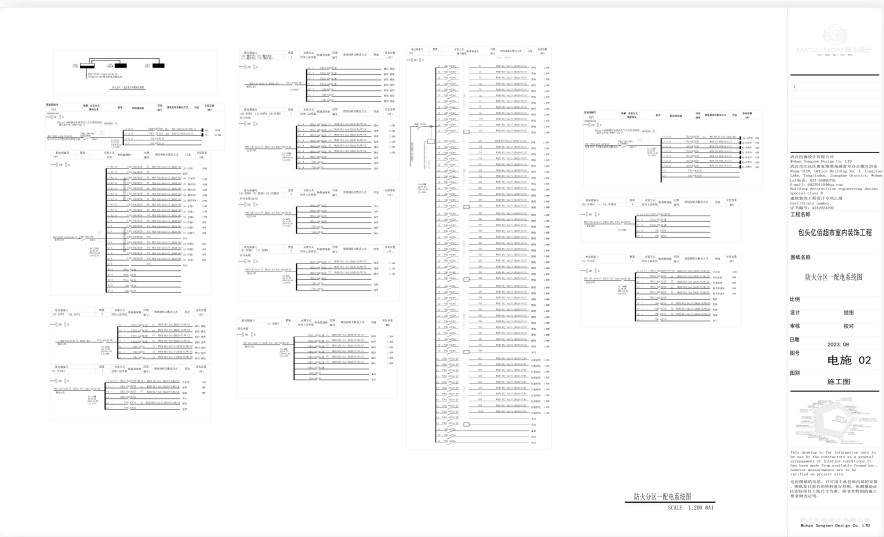
- | | |
|--|-----------|
| 1、Construction design specification | 1、施工设计说明 |
| 2、list of drawing | 2、图纸目录 |
| 3、Floor layout | 3、平面布置图 |
| 4、Floor prop dimension drawing | 4、平面道具尺寸图 |
| 5、Partition wall dimension drawing | 5、隔墙尺寸图 |
| 6、Floor paving plan | 6、地面铺设图 |
| 7、Ceiling layout plan | 7、天花布置图 |
| 8、Ceiling wiring diagram | 8、天花放线图 |
| 9、Lighting wiring diagram | 9、灯具放线图 |
| 10、Ceiling and floor cooperative diagram | 10、天花对照图 |
| 11、Elevation index plan | 11、立面索引图 |
| 12、Elevation construction plan | 12、立面施工图 |
| 13、Construction plan of each node | 13、各节点施工图 |

Hydropower deepening design

水电深化设计

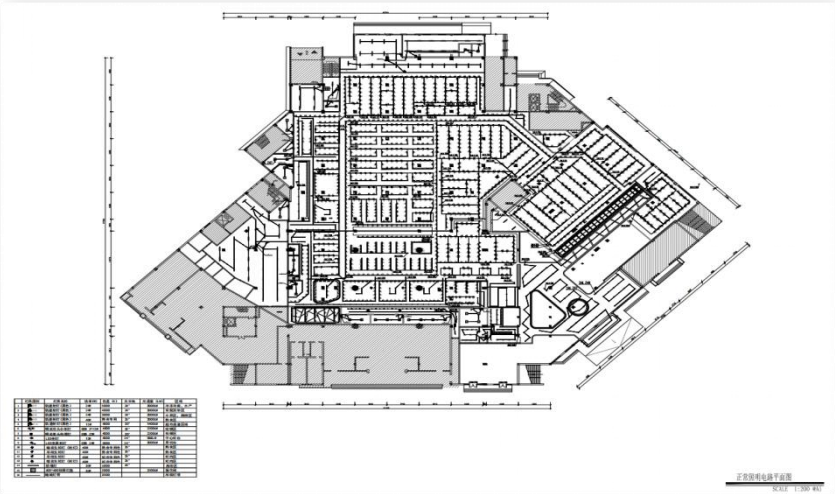
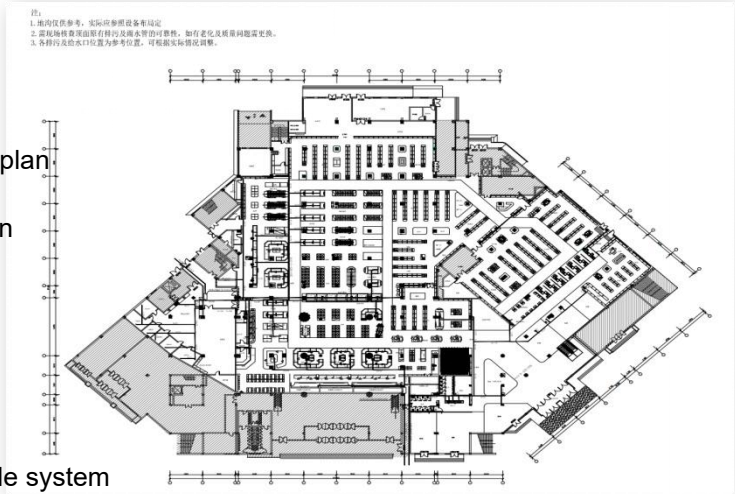


图纸目录



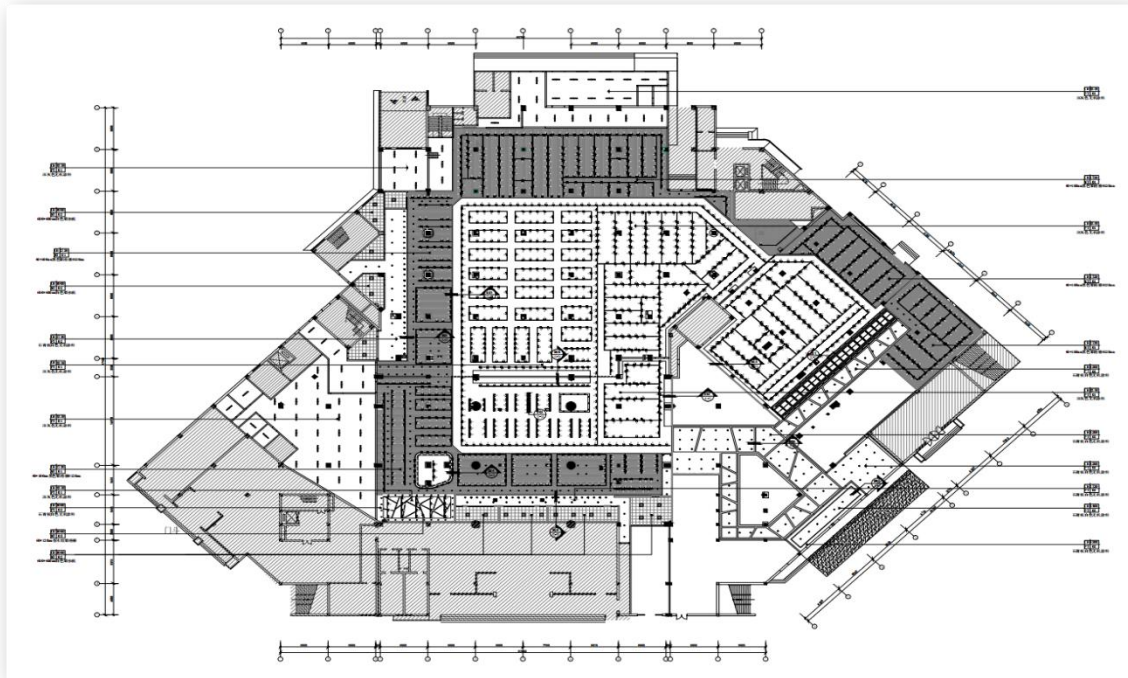
电气设计说明

- 7、应急照明平面图Emergency lighting plan
- 8、地面疏散指示平面图Ground evacuation indication plan
- 9、弱电插座点位平面图Weak current socket point plan
- 10、生活给排水设计说明Living water supply and drainage design instruction
- 11、给排水平面图Water supply and drainage plan
- 12、给排水原理系统Water supply and drainage principle system

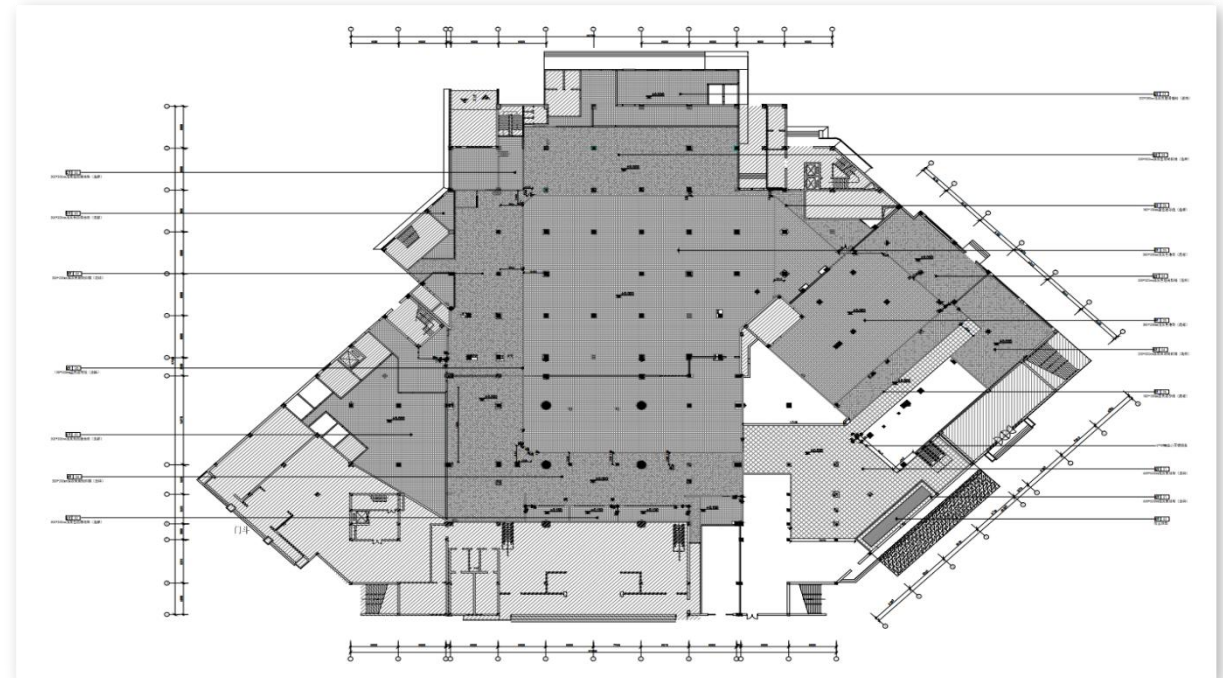


- 1、图纸目录 list of drawing
- 2、电气设计说Electrical design instructions
- 3、配电系统Power distribution system diagram
- 4、主干线平面图Main line plan
- 5、插座平面图Socket plan
- 6、照明平面图Lighting plan

Construction drawing plane 施工图平面



天花布置图 Ceiling layout plan

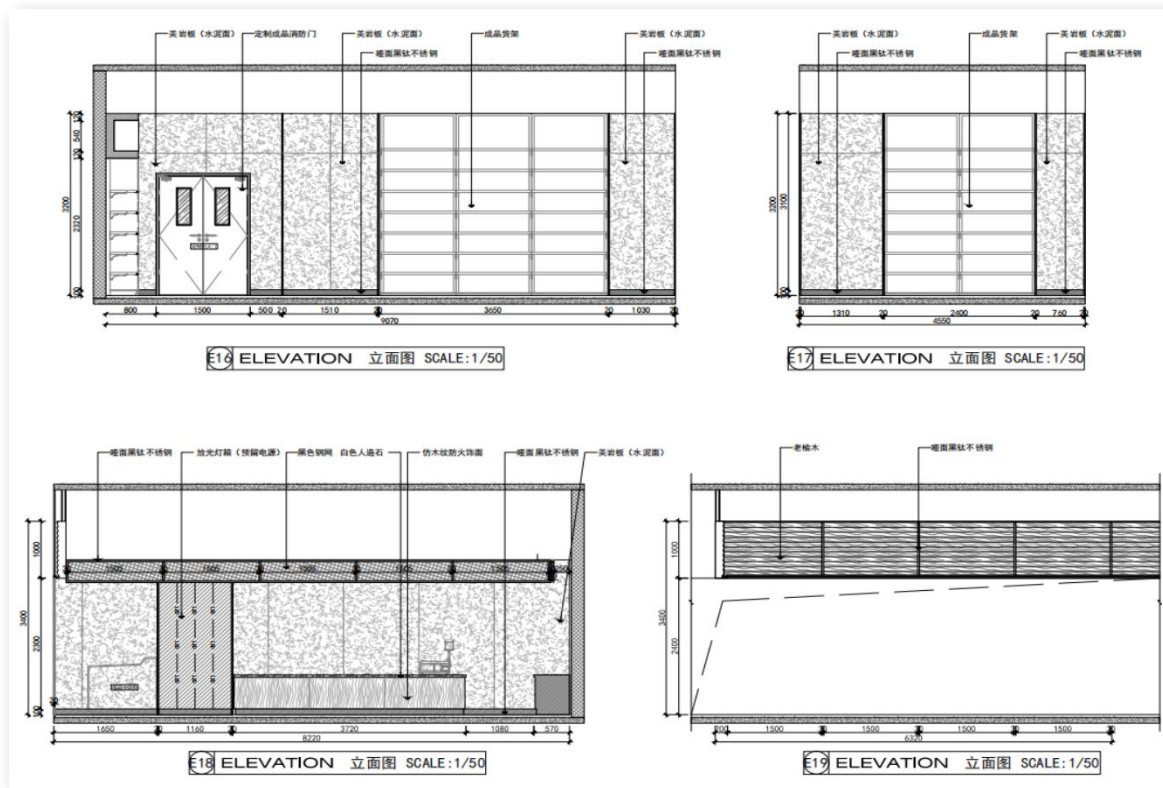


地坪布置图 Floor layout

- 1、施工设计说明 Construction design specification
- 2、图纸目录 list of drawing
- 3、平面布置图 Floor layout
- 4、平面道具尺寸图 Floor prop dimension drawing

- 5、隔墙尺寸图 Partition wall dimension drawing
- 6、地面铺设图 Floor paving plan
- 7、天花布置图 Ceiling layout plan

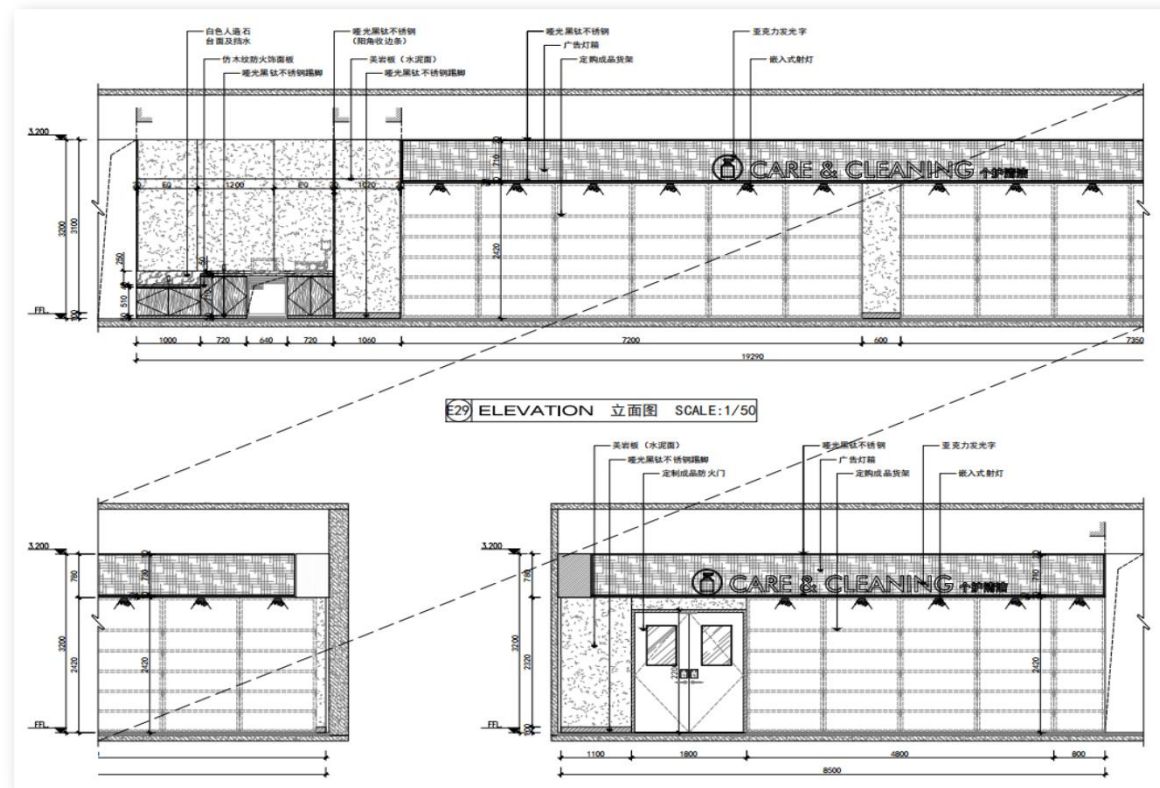
Construction drawing plane 施工图立面



8、天花放线图Ceiling wiring diagram

9、灯具放线图Lighting wiring diagram

10、天地对照图Ceiling and floor cooperative diagram

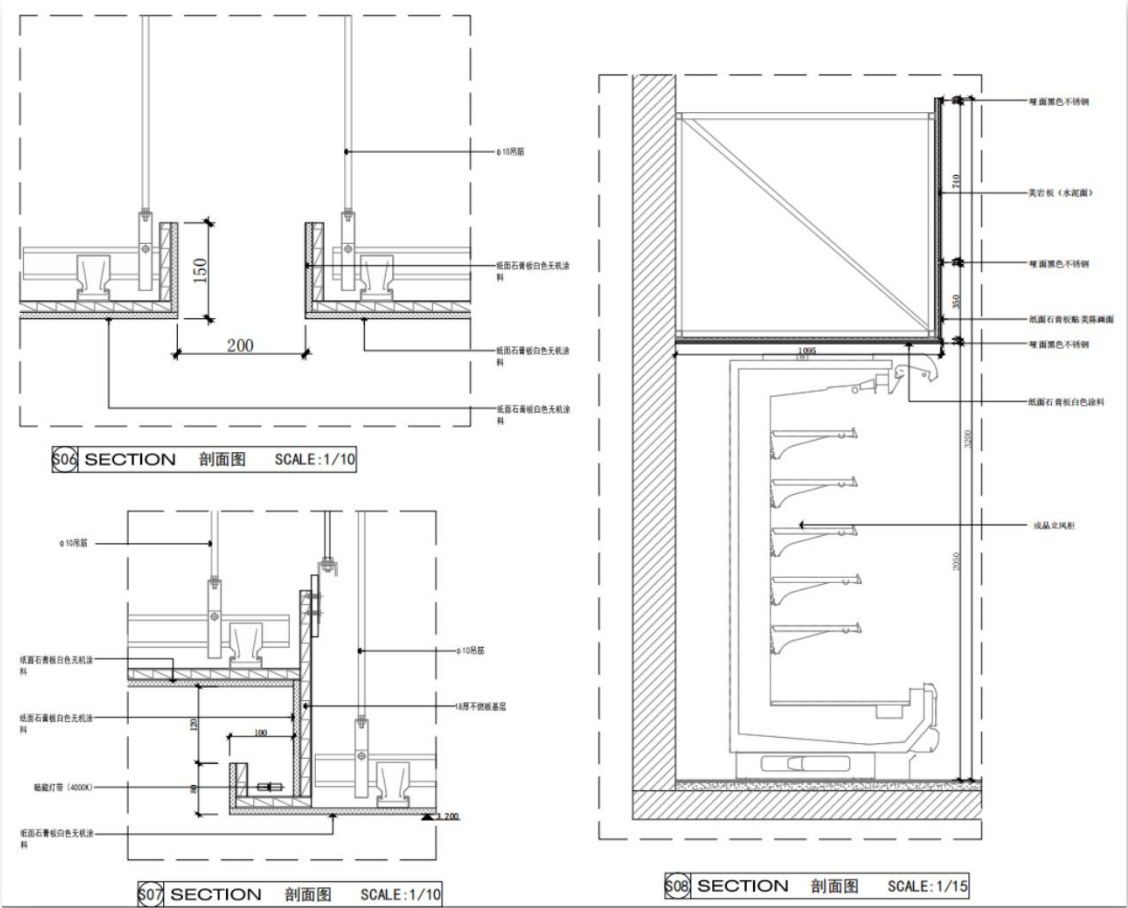


11、立面索引图Elevation index plan

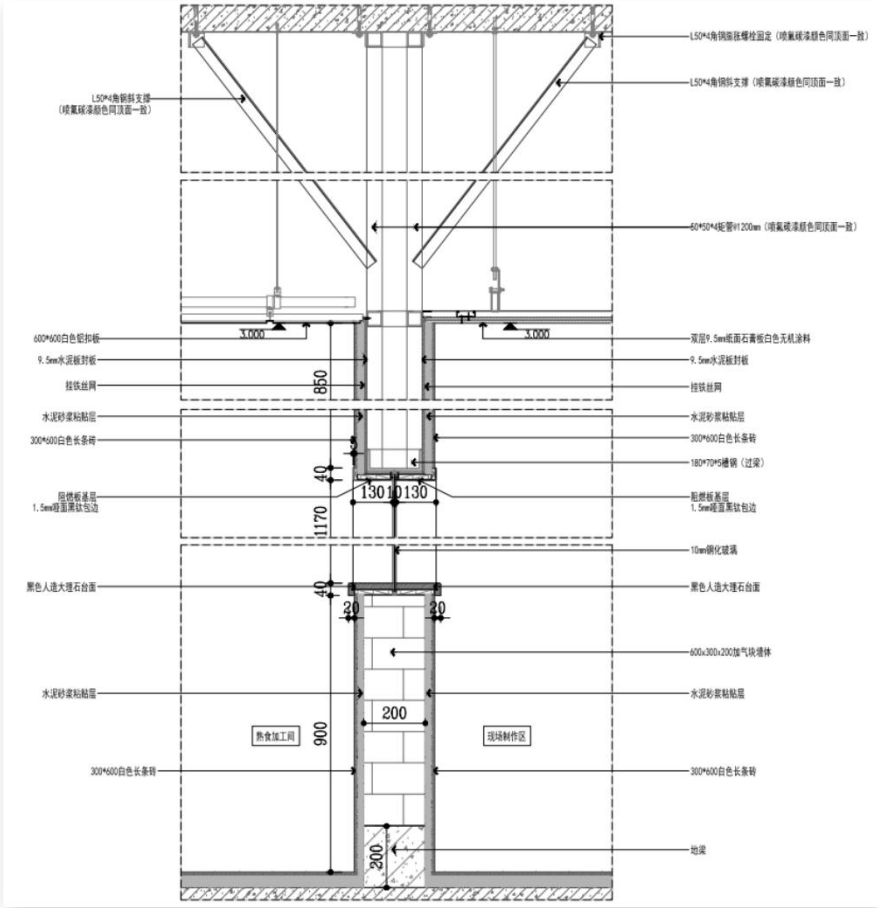
12、立面施工图Elevation construction plan

13、各节点施工图Construction plan of each node

Construction drawing plane
施工图剖面面



天花剖面图Ceiling profile



操作间玻璃窗剖面图Operation room window section

06

超市企划营销开业指导方案



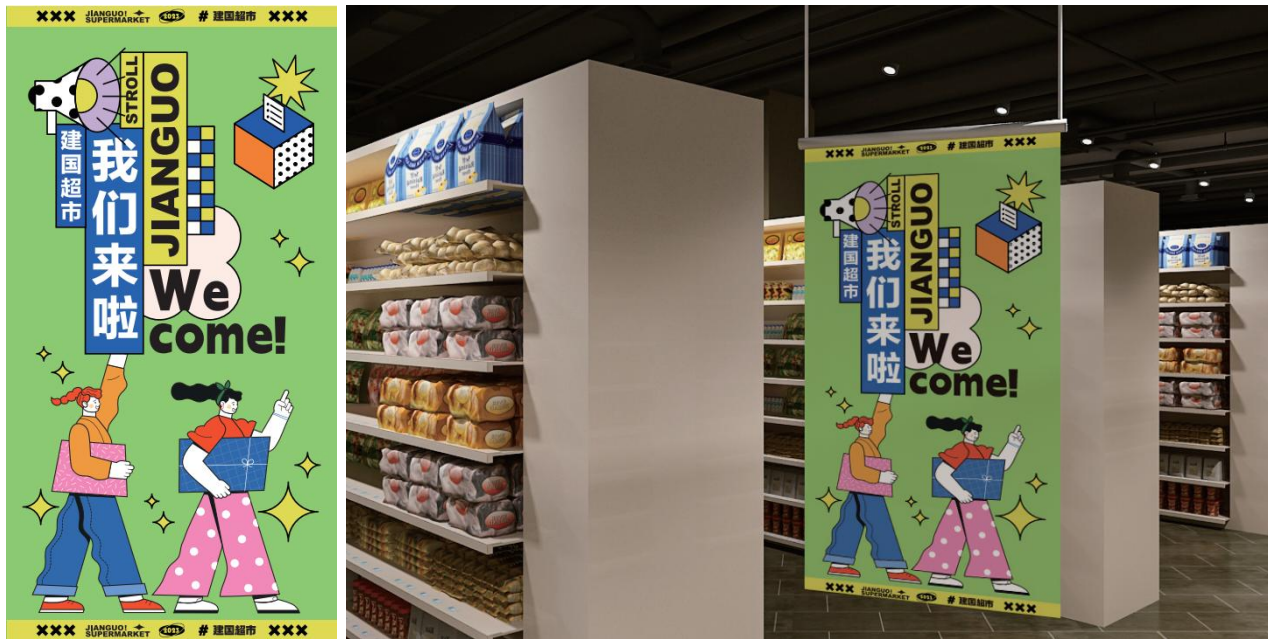
Expert on-site guidance and opening effect
专人现场指导与开业效果



Product artdisplay 商品美陈

- 1、开业前顾客分析 Pre-opening customer analysis
- 2、开业前卖场氛围设计与选材 store atmosphere design and material selection before opening
- 3、卖场软装设计 store soft decoration design
- 4、卖场区域基础陈列商品说明 basic display commodity description
- 5、情景道具与陈列 scene props and display

Opening atmosphere design 开业氛围设计



1、开业前顾客分析Pre-opening customer analysis

针对开业店面定位与分析特别关注:

opening store positioning and analysis:

以店面为中心根据店面属性与面积确定半径公里数来分析顾客属性与需求; Take storefront as the center and determine the radius kilometers according to the store attributes and area to analyze the customer attributes and needs;

根据商品结构对引流商品进行定位。orientate the drainage goods according to their structure.

2、开业前卖场氛围设计与选材store atmosphere design and material selection before opening

根据卖场动线与货架落位对卖场氛围进行设计与定位:

The atmosphere of the store is designed according to the moving line and shelf position of the store

主画面、海报、吊旗、T型台卡、异形美陈台卡、O型价签、三角旗。Main screen , poster ,hanging flag , T -shaped display holder , special shape display holder , O shaped price tag, pennant)

3、卖场软装设计store soft decoration design

卖场内各区域中分类标识设计、温馨提示设计、装饰画、形象墙、门楣。each area of the classification logo design, warm prompt design, decorative painting, image wall, lintel.

Opening atmosphere design 开业氛围设计



4、卖场区域基础陈列商品说明 basic display commodity description
T型台卡、跳跳卡、异型台卡、特殊区域吊牌等特指季节类商品、新奇特商品、高毛利商品、主推商品。T-shaped display holder, Jump card、special shape display holder、Special area tags and other special seasonal goods, new strange goods, high gross profit goods, the main push goods.

5、情景道具与陈列 scene props and display
各区域内主要推荐商品与高毛利品进行商品与关联商品情景陈列交叉设计与陈列。Cross-design and display of products and related products between the main recommended products and high-margin products in each region.



Material Design for store opening -- end of shelf
开业物料主画面延伸设计——货架主端头



货架主端头设计稿
Material Design of end of shelf



应用场景
application scenario

Design of product description display -- "jumping card"
商品美陈说明设计——跳跳卡



跳跳卡设计稿
design of "jumping card"



应用场景
application scenario

Scene props purchase plan and list

卖场情景美陈道具购置方案及清单

序号	区域	道具名称	单位	产品规格	数量	单价	小计	产品图
1	酒水饮料	仿真红酒杯	个	11cm	2			
		仿真红酒杯	个	11cm	2			
		仿真红酒杯	个	32*16*33cm	2			
		仿真红酒杯	个	17*16*36cm	2			
		仿真红酒杯	个	11*20cm四个装	2			
		仿真红酒杯	个		2			
		仿真红酒杯	个		2			
		仿真红酒杯	个		2			
		仿真红酒杯	个		2			
		仿真红酒杯	个		2			
		仿真红酒杯	个		2			
		仿真红酒杯	个		2			
		仿真红酒杯	个		2			
		仿真红酒杯	个		2			

1	酒水饮料	厨房四件套	套	11*20cm四个装	2			
		仿真红酒杯模型			2			
		仿真红酒杯模型			2			
		仿真冰块+仿真柠檬组合	组		2			
		皇家巡游马车-古铜	个	33.5*12*19.5cm	2			
		小清新仿真花	个	整体高度20cm	2			
		酒水摆件	个	10寸	1			
		咖啡摆件	个	8寸	1			
		仿真红酒杯	个		2			
		仿真红酒杯	个		2			
		仿真红酒杯	个		2			
		仿真红酒杯	个		2			
		仿真红酒杯	个		2			
		仿真红酒杯	个		2			

陈列道具购置方案及清单明细

Scene props purchase plan and list



厨



锅碗你都选对了吗?

01

锅碗你选对了吗?

锅碗是厨房中不可或缺的一部分，选对锅碗不仅能提升烹饪效率，还能让厨房更加整洁美观。在选择锅碗时，需要注意以下几点：

一、材质选择：锅碗的材质直接影响其使用寿命和安全性。常见的材质有不锈钢、陶瓷、玻璃、塑料等。不锈钢锅碗耐用且易清洗，陶瓷锅碗美观大方，玻璃锅碗透明度高，塑料锅碗轻便但需注意耐热性。

二、容量选择：根据家庭人口和烹饪习惯选择合适的容量。一般来说，2-3人家庭选择1.5-2升的锅碗较为合适，4-5人家庭选择2-3升的锅碗较为合适。

三、品牌选择：选择知名品牌，品质更有保障。知名品牌通常在设计、工艺和售后服务方面都有较高的水准。

四、价格选择：在预算范围内选择性价比最高的产品。不要盲目追求高价，适合自己的才是最好的。

五、安全选择：选择带有防滑手柄、防烫盖等安全设计的锅碗，避免在使用过程中发生意外。

六、清洁选择：选择易于清洗的锅碗，节省时间和精力。一些锅碗表面有特殊的涂层，可以有效防止油污附着，清洗更加方便。

七、美观选择：锅碗的外观设计也很重要。选择颜色搭配协调、造型美观的锅碗，能让厨房整体风格更加统一。

八、收纳选择：选择带有收纳功能的锅碗，如带盖的锅碗可以节省空间，挂在墙上的锅碗可以保持台面整洁。

九、环保选择：选择环保材质的锅碗，避免使用含有有害物质的产品，保障家人的健康。

十、售后服务选择：选择提供完善售后服务的品牌，遇到问题可以及时得到解决。

通过以上几点，相信大家已经对如何选择锅碗有了清晰的了解。希望这些信息能帮助大家做出明智的选择，让厨房生活更加美好。



02

**爱上做饭
爱上厨房**

03

**用心创造
爱的盛宴**

04

05

陈列道具应用场景
application scenario

On-site guidance - Scene props and display

现场指导——情景道具陈列



应用场景
application scenario

On-site guidance - Scene props and display 现场指导——情景道具陈列



应用场景
application scenario

07

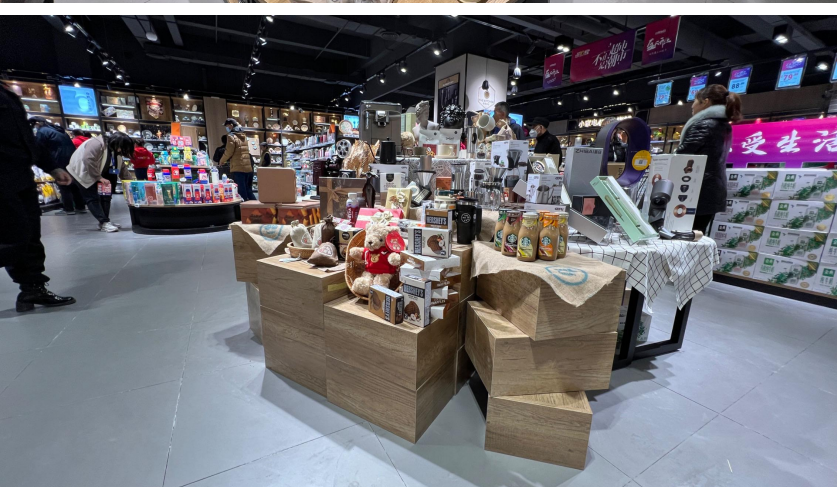
Category management and
merchandise display
品类管理及商品陈列



Non-food area 非食区

- 1、To guide and improve the lack of commodity categories
对经营品类有缺失的进行指导改善
- 2、Adjust commodity structure based on data analysis
根据数据分析对商品结构进行调整
- 3、Guide the process and standard of new product introduction
指导新品引进的流程及标准
- 4、Guide the analysis, management and ordering of best -selling and the lack of goods
指导畅销商品分析管理及订货
- 5、Guide the analysis and management of non-food products
指导非食品类的分析管理
- 6、Guide the analysis and management of abnormal reports
指导异常报表的分析管理
- 7、Display knowledge
商品陈列知识
- 8、Display and optimization
商品陈列及优化
- 9、Combination display
商品组合陈列
- 10、Standard of product display in the racks area
货架区 商品陈列标准
- 11、Scene display standard of gondola end and extended island display
端架、延伸堆情景陈列标准











THANKS

谢谢观看

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