

zeta

Specialist Lighting

Shop Front LED Display Lighting for Papa John's

1984 saw the birth of Papa John's and they are now the third largest pizza chain in the world with 3200 store in 29 countries. Recently established in the UK market they have over 100 stores and more on the way.

With the growing number of fast food chains and pizzerias in the UK, Papa John's has plenty of competition to compete with. They need to ensure that their stores stand out from all the other brands.

Zeta Specialist Lighting was asked whether they could help enhance the look of the promotional material and menus within Papa John's store window. In response Zeta offered their shop window advertising LED **Light Guide Panels**. The light guide panels would be placed behind promotional material to provide it with a superior, even illumination, ideal for a food takeaway store.

Zeta's shop advertising **LED Light Guide Panels** are highly beneficial compared to traditional shop window lighting. Produced with LEDs they will not generate as much heat and with a life time of **50,000 hours** there is little or no maintenance required. Running on a lower voltage than traditional lights, the **Light Guide Panels** will save on cost and use of electricity for a cleaner more green lighting solution.

Zeta provided and fitted their shop advertising **Light Guide Panels** within the windows of two Papa John's stores, the first located in Dunstable, Bedfordshire and the second in London. The shop windows are more noticeable, especially at dusk compared to other fast food chains within the same area. Staff and customers of these Papa John's stores are thrilled with the look and effect of the window as well as the benefit of cheaper energy bills.

www.papajohns.co.uk

