

The Importance of Good Quality Lighting For Your Business

Why Correct Lighting Is Important To Your Business

A well lit working environment is a crucial factor in creating a positive and productive environment for your business. According to the International Journal of Industrial Ergonomics¹, a list of mechanisms involved in enhancing human performance through lighting have been uncovered. These mechanisms include visual performance, visual comfort, stimulation, problem solving and job satisfaction. Each of these mechanisms are found to have a strong influence over employee performance and productivity, and could help drastically improve the wellbeing of your employees and the success of your business.

Lighting Influences Visual Performance

At first this may seem straightforward – we need light to be able to see. However, visual performance is directly linked to employee performance. In order to create an effective working environment for your business, optimal lighting levels must be used for the task at hand¹. With over 20 years of lighting design experience, Strategic Lighting will ensure your business is equipped with appropriate lighting for optimum visual performance.

Lighting Influences Visual Comfort

The visual comfort of your employees has a psychological effect over their mood and productivity. Discomfort caused by glare has been found to create the sensation of pain and annoyance¹. These sensations affect employee concentration on their task at hand, which is known as a 'disturbance factor'. Standard hi-bay fittings produce high levels of glare through their singular, exposed light source. In order to combat this design flaw, the ASSET LED range has been designed to deliver light through a diffused light source with an increased surface area. Switching to ASSET LED will improve the visual comfort for your employees by decreasing glare and reducing the disturbance factor within your workplace.

Lighting Influences Employee Stimulation

Multiple studies have shown that the lighting level and colour temperature influence the mood of employees indoors^{2,3,4}. Higher lighting levels and colour temperature create greater brain stimulation, making employees more alert and less sleepy. The Yerkes-Dodson Law explains the relationship where higher sensory stimulation creates greater human performance⁵. The ASSET LED range has dimmable options available to create an adjustable lighting installation. Furthermore, the ASSET LED range offers 3000K, 4,000K, 5000K, and 6000K colour temperatures to best suit your workplace.

Lighting Influences Problem Solving & Job Satisfaction

Your current lighting installation might have 'quality' problems such as glare, stroboscopic effects, bad colour rendering, wrongly located luminaires, noise from ballasts or difficult control of luminaires which are causing complaints or difficult working conditions¹. Fixing these kinds of problems have direct positive results via two routes. Firstly, repairing these problems signal to employees that they are being listened to and that they have influence, which increases motivation. Furthermore, the reason for change comes from the employee, and a reaction to their suggestions gives feelings of autonomy and importance, increasing job satisfaction¹. Secondly, getting rid of the problems improves the physical working

environment and gives the employees the opportunity to work effectively. Strategic Lighting can work with you to alleviate any lighting problems you may be facing, to give your business the best possible lighting solution.

Sources:

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- 2 Knez, I. 1995, "Effects of indoor lighting on mood and cognition", *Journal of Environmental Psychology*, vol. 15, no. 1, pp. 39-51.
- 3 Knez, I., 1997. Changes in females' and males' positive and negative moods as a result of variations in CCT, CRI and illuminance levels. *Right Light 4 Proceedings*, pp149-154.
- 4 McCloughan, C.L.B., Aspinall, P.A. and Webb, R.S., 1999. The impact of lighting on mood. *Lighting Research and Technology*, 31(3), pp.81-88.
- 5 Yerkes, R.M. and Dodson, J.D., 1908. The relation of strength of stimulus to rapidity of habit-formation. *Journal of comparative neurology and psychology*, 18(5), pp.459-482.