

# *Case Study | Swirl and Twirls*

WAC Lighting Dazzles Swirls and Twirls Yogurt Shop in Massapequa, New York





**“WAC Lighting made a world of difference in our store. The innovative lighting fixtures, LED tape lights and the amazing look make the public think that this single yogurt shop is an upscale crème de la crème retailer.”**  
Swirls and Twirls manager Joe Sala.

**E**stablished to indulge your sweet tooth while inspiring creativity to customers, Massapequa, NY-based Swirls and Twirls Yogurt Shop selected WAC Lighting for a variety of cool decorative lighting fixtures for its space. Nearly three-dozen lighting fixtures and 100 feet of InvisiLED® Pro LED Tape was specified for a unique decorative look.

Offering an amazing space designed to encourage creativity, Swirls and Twirls is outfitted with free Wi-Fi, an amazing sound system and plenty of room to hang out. With 16 premium flavors on tap all the time and more than 40 toppings to choose from, frozen yogurt treats are created to inspire any customer for any mood or taste.

Equally creative and fun is the lighting displayed throughout the shop. WAC Lighting’s Artifact pendants, featuring art glass from the Pacific Northwest region of the US, were placed over the counter. Inspired by timeless creations of ancient clay pottery frozen in time beneath the desert surface, Artifact pendants were crafted with resplendent mouth blown art glass as unique as the native tribal culture that thrived hundreds of years ago. The rich texture and vivid adobe and sunburst hues incorporate artisan techniques used in the American glass culture.

WAC’s architectural grade InvisiLED® Pro LED tape light was installed under counters and on the walls for special effects. Integrating high performance and innovation in a professional grade, low profile LED flexible lighting system, InvisiLED® Pro is a dimmable, energy efficient LED tape that installed easily to illuminate spaces throughout the shop. InvisiLED Pro delivers 200 lumens-per-foot output for hard-to-light spaces, ensuring consistent illumination and color control. The LED tape, which has a potential life of 50,000 hours, was cut in the field to satisfy the client’s requirements. The LED tape can be dimmed with an Electronic Low Voltage (ELV) Dimmer. Less than 1/8th of an inch tall and just 7/16th of an inch wide, InvisiLED® Pro is nearly invisible.



WAC's Flexrail1™ line voltage rail system was configured in a circular fashion on the ceiling for a creative intricate look. Flexrail offers a slender profile that was easy to assemble and customize in the store. Integrating art and technology, the bendable rail created a bold, eye catching three-dimensional configuration transformed into a dramatic scene. Sturdy, yet distinctive, the rail is designed and engineered for high performance and robust aesthetics.

"Our customers rave about the lighting effects that we have developed inside our shop," continued Mr. Sala. "The lighting and the interiors excite us almost as much as our delicious frozen yogurt treats!"

**WAC Products in use in this application:**

Flexrail1™ Rail System in Dark Bronze  
Dark Bronze Luminaires : HM-738-DB  
Pendant: Truffle Pendant

120V Track System in White  
White Luminaires : HTK-738-WT





InvisiLED® Pro 3000K used as cove lighting under counter

**Project:**

Swirls and Twirls Yogurts  
5270 Sunrise Highway  
Massapequa Park, NY 11762  
Tel. 1.516.541.9400  
[www.swirlsandtwirlsusa.com](http://www.swirlsandtwirlsusa.com)

**Sales Representative**

Terence Timlin  
KTR Associates  
35 East Jericho Turnpike  
Mineola, NY 11501  
Email: [ttimlin@ktrlighting.com](mailto:ttimlin@ktrlighting.com)  
[www.ktrlighting.com](http://www.ktrlighting.com)

**WAC Lighting Global Headquarters  
And Eastern Distribution Center**

615 South Street  
Garden City, New York  
Tel: 1.800.526.2588  
Fax: 1.800.526.2585  
[www.waclighting.com](http://www.waclighting.com)

