

PHILIPS

Circular economy

Bruynzeel Storage Systems opts for circular lighting

Philips Lighting

Bruynzeel Storage Systems and Philips Lighting have entered into a partnership to install circular lighting in the nine-hall production facility in Panningen.

The indoor lighting from Philips Lighting has been developed in accordance with the principles of the circular economy and Bruynzeel will pay a fixed fee for its usage over the coming years. Philips Lighting remains the owner of the lighting system and Bruynzeel is the user. This means that the products and the business model are based on circular economy principles. Responsibility for management, maintenance and innovation of the system lies with Philips Lighting.

By installing innovative technology now, up to 73% can be saved on the total energy consumption. The light is also comfortable and warmer, with the result that employees find it more restful on the eyes and are less tired when they get home.

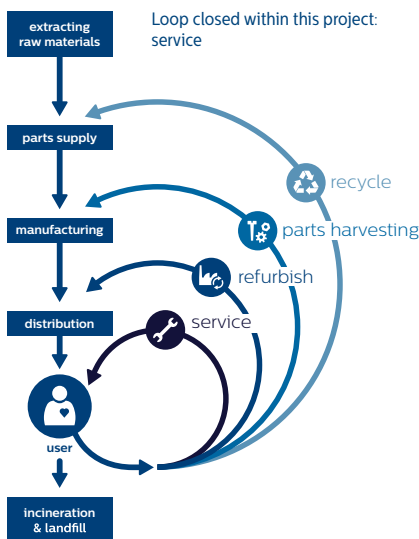
With circular lighting, Philips Lighting aims to supply a new lighting solution based on the most energy-efficient products, enabling Philips Lighting to optimize the use and maximize the re-use of raw materials.



"The circular approach is in our blood. From the layout of our designs to the application of powder coatings, in everything we do we look to see how we can aim to do things in a better, more pragmatic way and, above all, how we can use fewer resources. In order to really make progress in this, we are actively looking for partners who have the same circular economy vision and, most importantly, act accordingly."

Igor La Vos, CEO Bruynzeel Storage Systems

The circular economy



The essential enablers



business models

Circular Lighting represents a break with the old way of conducting business. Bruynzeel no longer purchases products that produce light, but just purchases the actual light itself. Philips Lighting is responsible for performance during the contract term and reuse or repurpose of lighting products at end of contract.



design

The warehouse has been equipped with new Maxos LED luminaires and some existing luminaires have just been upgraded with TLED light sources. These designs in combination with services enable Philips Lighting to extend the lifetime of the system.



collaboration

Philips Lighting partners with Turntoo for the roll-out of this new business model. For the financing solution Philips Lighting collaborated with De Lage Landen (DLL).



reverse logistics

After the end of contract period Philips Lighting aims to circulate the lighting equipment as long as possible. Once this is no longer possible Philips Lighting will organize for a proper collection and recycling of the hardware.

