



Case study

Harrods – Wedgwood Concession

Location
Philip Lighting

London
MASTER LEDcandle



PHILIPS



"The chandeliers now look brilliant and the shop floor staff are very happy with the new candle lamps. We will be specifying them for all of the chandeliers throughout the store in the future."

Mark Fleming, Harrods Engineering Technical Manager



Philips delivers sparkling energy savings for Harrods



Fast Facts

Customer

Harrods – Wedgwood concession

Location

London

Philips Product

4W MASTER LEDcandle

Project Partners

Harrods

Philips Lighting

Newbery Smith Photography

Background

The new lotus lens incorporated into Philips MASTER LEDcandle lamps has brought the sparkle back to chandeliers in the Wedgwood concession at the Harrods department store in Knightsbridge, London. The LED candle lamps have replaced halogen lamps to provide a 74% reduction in installed electrical load, considerably lower heat gains and reduced maintenance requirements.

Wedgwood is a global brand renowned for its luxury home and lifestyle products. At Harrods, the Wedgwood retail space is lit by chandeliers, which also form part of the company's range of lighting products. It is therefore essential that the chandeliers provide good lighting while also looking their best to appeal to customers.

The Solution

"When the Wedgwood concession was opened the chandeliers were fitted with 15W halogen candle lamps," recalled Harrods Engineering Technical Manager Mark Fleming. "These provided the required visual effect but their high heat output meant the air conditioning was unable to maintain comfortable conditions. The inherent inefficiency of halogen lamps also meant that energy was being wasted," he continued.

Initially the 208 halogen lamps were replaced with standard LED candle lamps but these did not emulate the sparkling appearance provided by halogen light sources. Philips then introduced Harrods to the new MASTER LEDcandle which incorporates an acrylic 'lotus' lens to deliver extra sparkle.

"The chandeliers now look brilliant and the shop floor staff are very happy with the new candle lamps. We will be specifying them for all of the chandeliers throughout the store in the future," Mark Fleming added.

In replacing 15W halogen candle lamps with the 4W MASTER LEDcandle lamps, Harrods has not only saved energy by reducing the electrical load, it has also reduced the energy consumption of the air conditioning as the high heat gains have been eliminated. In addition, with a life of 20,000 hours, the MASTER LEDcandle lamps will extend the period between lamp replacements, thereby saving on maintenance costs.

If you would like to see more projects or have an enquiry, please visit us at www.philips.co.uk/lighting or email: lighting.uk@philips.com



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