



Case study

Irma

Location
Philips Lighting

Copenhagen, Denmark
ExactEffect, ColorFuse Powercore & InteGrade



PHILIPS



“The lighting is a good example of us choosing the best solutions for all areas.”

Lars Børresen, head of department of operating and engineering



Better display of the products and great savings on electricity in the new flagship store of Irma.



Facts

Client

Irma

Location

Vesterbrogade 1, Copenhagen

Applied fixtures etc.

Ceiling luminaires: 160 pcs. ExactEffect LED ST 422B

Blue illumination of pillars:

24 pcs. ColorFuse PowerCore LS 517XLED3-/RGD

Refrigerators: InteGrade Value 840

Background

After the expansion of the headquarters of Danish Industry, Irma opened up a new flagship store on the 16th of May 2013. It is situated between the main entrance of Tivoli and Copenhagen City Hall square. The shop is 401 m² and offers a long line of new concepts; for instance a strategic cooperation with the bakery Reinh Van Hauen, a cooperation with the restaurant Kong Hans Kælder in regards to the wine department, freshly brewed to-go coffee from Irma, new cash register system, brighter interior, new info-friezes with 3D effect, electronic shelf forefronts, wine racks from Montana, completely new lighting from Philips etc. Store manager Jesper Hulvej explains; "The location alone makes our shop special and with all the new solutions we are at the same time a sort of laboratory, which the whole chain will hopefully benefit from. The shop is among the largest and the customer base is quite untypical with major sales to tourists, but with approximately 2.000 customers a day we will get a valuable and straightforward response and even though we of course adapt the products all the time, the new initiatives seem to function well."

The Challenge

The tradition of Irma being responsible environmentally, ethically and within health is evident in the new shop. "One of the focus areas have been to limit the energy consumption and hereby the carbon emission." Tells head of operations and engineering in Irma, Lars Børresen. "As an example we use remote cooling, where the cooling water is brought from the ocean and the new lighting is estimated to reduce the energy consumption to about 2/3 in comparison to metal halide lamps. Philips drew our attention to the brand new ExactEffect

LED luminaires and since we have had positive experiences with a 100 % LED solution from Irma in Greve, we chose to go with the probably most advanced LED lighting system for retailers."

The solution

ExactEffect LED delivers high contrast and high power lighting. The reason is a highly efficient LED device combined with advanced optics from the luminaires. The precise light distribution enables use of fewer luminaires, because they can each be placed at larger distances. Together that makes ExactEffect the most energy efficient accent lighting for use in shops.

The luminaire is available with different solutions for mounting, with several levels of light and beam widths as well as different shades of white lights.

The Downlight has a completely stunning color rendering with a Ra index above 90. ExactEffect received an iF Award in 2013 for excellent product design.

The Benefits

In addition to the extremely low energy consumption, the LED light sources have a lifetime of approximately 50.000 burning hours in comparison to traditional lamps with a lifetime of 10.000-12.000 hours. Reliable heat management furthermore makes the LED light source and the luminaire maintenance-free. "And then the quality of light is simply the best," tells store manager Jesper Hulvej. "The color rendering highlights the products really well and provides a good atmosphere in the store."



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