

Case study Pronails

Location
Philips Lighting

Brasschaat, Belgium
Arano LED Pendant, PowerBalance, StyliD PureDetail



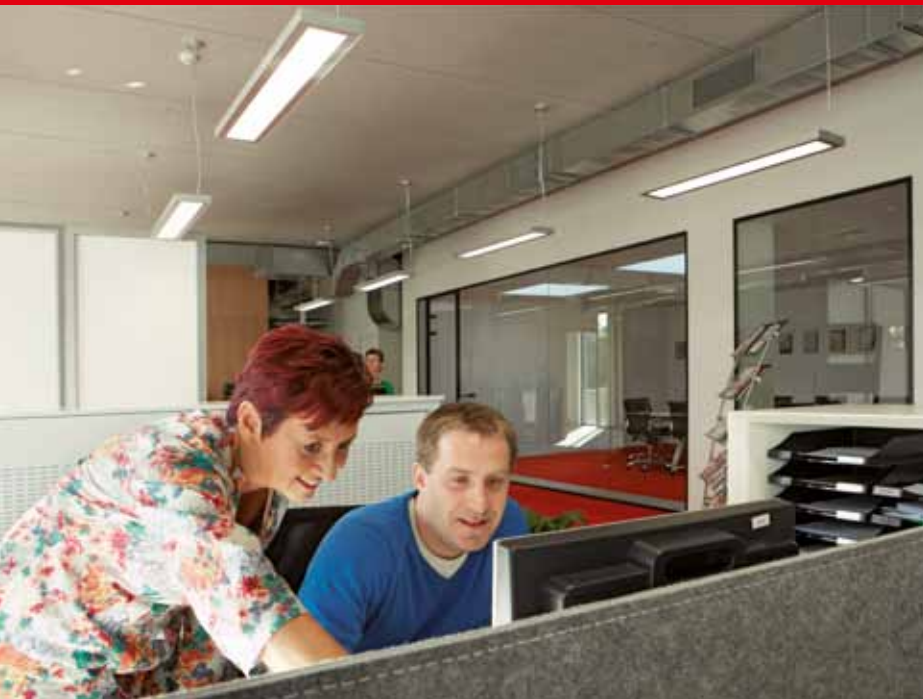


“We are extremely enthusiastic about the effect and the quality of LED lighting, especially in our classrooms and the creative room. Obviously, the energy and material savings that we are making are very important to us too. In concrete terms, we now use 40% less energy in comparison with a conventional lighting solution.”

Cathy Horvath, Financial Director Pronails



LED lighting is used to its full potential in the brand-new Pronails headquarters



Project info

Customer

Pronails

Location

Brasschaat, Belgium

Installer

ITB (via their sub-contractor IBELEC)

Project Manager

Eric van Aerden, ITB

Technical advice

Zeger Cootjans, ELD

Philips products

Arano LED Pendant, PowerBalance, LuxSpace, StyliD, StyliD PureDetail

Philips account manager

Ivo van Gucht

Philips lighting designer

Charlotte Cantillon

Background

With their aim of making 'beautiful hands and feet', the Belgium company Pronails has been producing and distributing top-quality hand- and foot-care products since 1981. Their network of distributors helps professional beauticians and nail technicians in 45 different countries keep their knowledge and skills up to date. "Following our motto 'train the trainer', providers learn about our latest products and techniques and then pass them on to our professional end users," says CFO, Cathy Horvath.

The challenge

The training site has recently become the brand-new headquarters in Brasschaat. Horvath: "Our sales, marketing and development departments were previously situated in Schoten, whilst production and distribution took place in Wuustwezel. We thought that we could work more efficiently, especially in terms of energy use." From a genuine concern for the environment, Pronails chose a modern, shell-state building that offered ample opportunities for sustainability, especially in the field of lighting. It is really not surprising that a Philips lighting plan was chosen, according to Horvath: "The number of possibilities available with LED lighting, detailed lighting calculations and a visit to the ExperienceLab in Eindhoven won us over. By financing the project through Philips Lighting Capital, we could profit directly from the very latest lighting without high investment costs in advance."

The solution

LED lighting is used to its full potential in the different spaces in the Pronails headquarters, according to Eric van Aerden, Project Leader and engineer. "PowerBalance, LuxSpace fixtures and Arano LED Pendants ensure a bright, atmospheric light in the classrooms, office and meeting rooms. The LED Pendants in each zone are equipped with ActiLume, a lighting management system with presence detection that uses daylight to guarantee a constant light level and maximum energy efficiency. The classrooms and the shop are also noteworthy. StyliD, and particularly StyliD PureDetail ensure that there is a highly realistic colour reproduction of the products." Lastly, Van Aerden says they have made use of the decorative potential of LEDs on the outside of the building. "Across the full width of the façade, using 20 RGB LED-lines, you can see all possible shades of colour. A real eye catcher."

Benefits

To the surprise of Horvath and her colleagues, the LEDs create a very pleasant lighting effect. "Our expectations that the light would be a bit 'harsh' have been totally disproved. We are extremely enthusiastic about the effect and the quality of LED lighting, especially in our classrooms and the creative room. Obviously, the energy and material savings that we are making are very important to us too. In concrete terms we now use 40."



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