



Case study real,- Essen

Location
Philips Lighting

Essen, Germany
StyliD spotlight with LED Rose



PHILIPS



“We wanted to use optimum lighting to make our real,- stores as bright as possible, while creating an inviting shopping environment with a few special touches – and the lowest possible running costs. Philips LED lighting, which we have been using since the start of this year in our fruit & vegetable departments, meets all these criteria.”

Norbert Just, real,- FM-Service-Technikkonzeption



The warm colors of the Philips LED Rose increase the appeal of fruit and vegetables



Project info

Customer
real-
Location
Essen, Germany
Lighting solutions
StyliD LED spotlight with LED Rose
Philips account manager
Jan Leunis

Background

real,- SB-Warenhaus is part of the METRO GROUP, an internationally operating retailer with 310 branches in Germany and 12 in Turkey. The large-scale stores vary from 5,000 m² to no fewer than 15,000 m² of floor space. In addition to a large selection of fresh foods, they carry a wide range of non-food products, including electronics, household articles and textiles.

The challenge

With the slogan 'Einmal hin, alles drin' real,- wants to give its customers the best shopping experience. Good and pleasant lighting is a precondition for achieving this objective. "Good lighting in all the right places can be decisive in retail outlets," explains Norbert Just with real,- FM-Service-Technikkonzeption for real,- Supermarkt in Germany. "We wanted to use optimum lighting to make our real,- stores as bright as possible, while creating an inviting shopping environment with a few special touches – and the lowest possible running costs (energy and maintenance)." With these criteria Philips, as regular real,- supplier, was asked to improve the lighting for the fruit and vegetable department and the adjacent florist counter. Philips suggested using the attractive StyliD spotlight, with the LED Rose as a light source. This innovative LED module has already demonstrated its worth in the butcher meat departments in many supermarkets

and shows off freshly cut meat to its advantage. Expectations were also high for the LED Rose in other departments.

The solution

To convince the management, a test set-up with LED Rose was installed above the fruit and vegetable section of the real,- supermarket in Essen. The effect of the pink light immediately met with great enthusiasm. The colors of the apples, sweet peppers and other fresh fruit and vegetables really came to the fore and they looked exceptionally fresh and appetizing. The good results of the test set-up has resulted in the installation of the LED Rose in the fruit, vegetable and flower sections of the supermarket in Essen and 57 other real,- supermarkets with preparations well underway for the next 70 stores.

Benefits

In addition to attractive lighting of the products the LED Rose has a very positive effect on maintenance costs. Thanks to the long life-span of the LED module of 50,000 burning hours these light sources only need to be replaced every 10 years, even though the store is open 6 days a week. Norbert Just reflects with great satisfaction on the switch to LED Rose and is delighted with the results: "Philips LED lighting, which we have been using in our fruit & vegetable departments, meets all the criteria."



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