



**PHILIPS**

Retail lighting

Fun

Case Study

# Helping a growing chain go green

Fun is saving energy while creating an awesome atmosphere with MASTERColour CDM Elite





“ With the new lamp type from Philips, Fun Zwijndrecht has achieved a European first. The combination with the adapted Lunoo luminaires makes for beautiful illumination and a pleasant atmosphere in the shop. In addition, the energy savings are considerable. In this way Fun is also contributing to a greener society.”

Guy van den Steen, Buildings Manager, Fun







### Background

When it comes to leisure retail, Fun is at the top of its game. Expanding by two to three shops each year, the Belgian chain has grown steadily over the last decade. The time was right to upgrade to energy-saving lighting, but could it be done without compromising the shopping environment?

### Solution

Fun knows how to have a good time. Its innovative range of toys, multimedia, school supplies, garden furniture, and seasonal products helps people of all ages to enjoy themselves. But Fun wants people to have a blast in the stores as well. Each branch has unique interior décor, and products are presented in thematic settings such as 'Plopsashop' or 'Disney Plaza'.

With its focus on innovation, it's no surprise that Fun was already a customer. In fact, the Zwijndrecht branch was already lit by MASTERColour CDM-T 150W/830 discharge lamps. However, Lighting manufacturer Lunoo suggested that Fun could save energy by upgrading to new Philips lamps: the MASTERColour CDM-T Elite 100W/930. These lamps were fitted in luminaires supplied by Lanoo; GICA AIR and GALAXIO luminaires for general lighting and TOXI JR spots for accent lighting.

With the new lamps, Fun has truly gone green. The energy saving is 50W per lamp, meaning that the total power consumption has been reduced by a third. What's more, the new MASTERColour CDM-T 150W/830 lamps have truly brought the store to life. Their finely-tuned light spectrum results makes colors appear more vibrant and exciting – a fitting result for a store named fun!

Not only do the new lamps have a greater light output than the old ones, but they also have a 25% longer life cycle. This amounts to a full extra year of service life.



