

PHILIPS

Office lighting



Case Study:
Emerson FZE
Dubai, UAE

A brighter office for Emerson



“ When you see the PowerBalance lighting installed in the building, not just one, but a whole light installation, you realize that we have got it right. They add a real sense of hi-tech look and feel with understated elegance. It’s very impressive. ”

Wael Ayyoub,
Senior Project Manager, Emerson



A lighter touch

Wael Ayyoub, Senior Project Manager at the diversified global manufacturing company Emerson, is delighted with the reaction from employees and staff in the company’s two new buildings forming part of its regional headquarters in Dubai. These two and three story buildings in Jebel Ali are a clever combination of natural light, forward-thinking lighting design and a strong environmentally-focused approach. “*Something that reflects Emerson as well as being economical, with minimal negative impact on the environment.*” says Wael.

Lighting was at the heart of this building project, and Emerson worked closely with the consultant to identify lighting options that would give the

look and feel that clearly represented its vision. Being close to the decisions and involved in the product selection was vital, with the team insisting on a cost-effective, energy efficient and aesthetically pleasing lighting solution that didn’t compromise Emerson’s commitment to the highest quality.

Previous buildings in this region had relied, and still rely today, on fluorescent tube lighting, but Emerson was determined to investigate other options. Wael says, “*Studies show that an 8-hour a day exposure to fluorescent tube lights makes people feel tired and drained. Hence, Emerson Platform Leaders and myself wanted to move away from that. We wanted a natural and comfortable working environment for our staff and visitors.*”



Wael Ayyoub,
Senior Project Manager, Emerson

Natural light

It was precisely because of this need for quality, welcoming and natural light, Wael explains, that the team decided that LED lighting was the option that best suited their needs. There was no question that Philips’ innovative LED lighting offered the best quality options that met the expectations for cost, sustainability and energy efficiency, the last being a critical focus for Emerson and the regulators in Dubai. The team was impressed that this efficiency – contributing to the building’s **42% energy saving rating** – came without any compromise on Philips globally recognized high levels of quality.



The team at Emerson chose specific lights from the Philips range that met the high standards for the building, from an environmental and aesthetic standpoint. From there, they visited the Philips office in Knowledge Village, where Philips' "very cooperative and informative" staff offered advice and guidance in choosing the best lighting options for Emerson. In terms of a high-quality, natural lighting effect, this included the combination of PowerBalance LED luminaires and the compact LuxSpace family of LED lights, both of which provide sustainable, energy efficient, natural-effect lighting.

Sustainable quality

The PowerBalance gen2 and LuxSpace LED represented Emerson with Philips' most energy-efficient LED luminaire and downlight options, enabling the company to drastically reduce energy costs without sacrificing light quality. The result was warm, natural-effect light with significant savings in operational costs thanks to Philips' increased sustainability and light source lifetime, all things that Emerson felt matched with its own aims, objectives and values.



Setting the standard

The Philips LED lighting didn't just impress Emerson; as well as providing exactly the right working environment for staff, and a pleasant and welcoming experience for visitors, the new Emerson offices have set the standard in energy efficiency in the region.

Green building regulations in JAFZA, Dubai state that all new buildings must meet a minimum standard for energy saving and efficiency of 22%. An independent study has determined that the new Emerson buildings, utilizing various smart systems and, powered by Philips LED lighting have achieved 42% energy savings, one of the highest in the region. "And Philips LED lighting has played a large role in achieving this fantastic result," says Wael.

For Emerson, the new offices in Dubai represent a new benchmark in modern design and functionality. Emerson is so pleased with the results in terms of design and aesthetics, as well as savings from a cost

and energy perspective, that the company has been clear it wants Philips LED lighting used in its upcoming new state-of-the-art offices in Saudi Arabia.

From the start, Emerson had clear objectives in terms of cost- and energy-efficiency, quality and design. It was important to ensure a comfortable productive workplace for employees that also met, and exceeded, both economic and environmental benchmarks for the region.

Wael sums up Emerson's feelings about the choice to use Philips LED lighting by describing the reactions of staff and visitors: "When you come in and see the PowerBalance luminaire installed in the buildings, not just one, but a whole light installation, you realize that we have got it right. They add a real sense of hi-tech look and feel with subtle elegance. It's very impressive. Employees and visitors are very impressed. I wouldn't change a thing."



PowerBalance luminaire

Facts

Client:
Emerson FZE

Project:
Middle East regional headquarters office lighting

Location:
Dubai, United Arab Emirates

Luminaires:
PowerBalance, LuxSpace



