

PHILIPS

Case Study

LED lamps

7W EnduraLED MR16 lamps



Room & Board

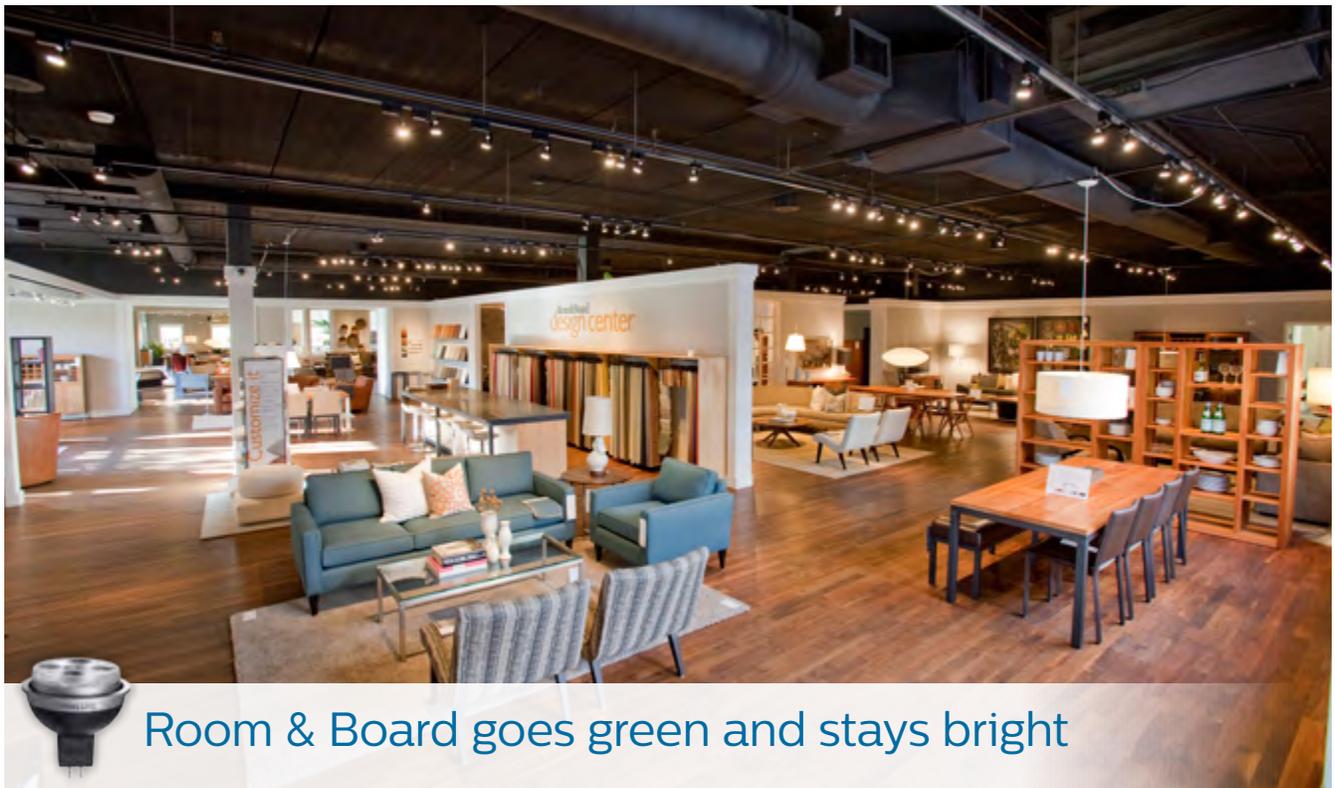
HOME FURNISHINGS

Our stories

Room & Board, Edina, Minnesota, USA

Customer Challenge

Home furnishings shoppers are looking for something that fits their unique style and space, and this search is a very visual process. Therefore, when the sophisticated furniture and home furnishings retailer Room & Board decided to switch to LED lighting in their showrooms, they counted on Philips to create a sustainable difference they could be proud of, and a lighting difference that no one would notice.



Room & Board goes green and stays bright

Room & Board® partners with many American furniture craftsmen to provide handcrafted and well-designed furniture and home accessories; believing that great design should be beautiful, affordable and long-lasting.

Additionally, as a founding member of the Sustainable Furnishings Council, the company continually looks for ways to increase sustainability and lessen their impact on the environment. So when it came time to convert to sustainable LED lighting at Room & Board's headquarters and flagship store in Edina, MN, Vance Oliver, Retail Facilities Manager was faced with a challenge. "Sustainability is very important for us as a company," he recalls. "But we also had to make sure that we did not sacrifice light quality in the process." The company's existing in-store halogen lighting system provided extraordinary light quality, beam spread and reliable performance. This helped to render true colors and accentuate textures and depth in the company's timeless and modern home furnishings. Therefore, an upgrade to LED had to replicate the same high quality light to the point that customers would not notice any difference.

Vance researched several LED lighting options, rigorously evaluating them in terms of sustainability, cost savings and light quality. The 7W EnduraLED MR16 Lamps were ultimately chosen for their superior light quality that was equal to or better than the existing halogen lamps.



“The color must be as true and natural as possible, with no hot spots or shadows. That is why, after many months of testing several different products, we knew Philips EnduraLED was the perfect choice.”

— Vance Oliver, Retail Facilities Manager



Project Statistics

- High-quality LED lamps will not degrade in color rendering benefits or light quality.
- 25,000 hour rated average life.²
- Contain no mercury; emit virtually no UV/IR light in the beam.
- Will not fade colors; avoid inventory spoilage

Approximately 2,800 7W EnduraLED MR16 Lamps replaced the 35W halogen lamps in the Edina showroom, and as the LED lamps require about 80% less energy than the halogen lamps, Room & Board was able to reduce their CO₂ emissions annually by about 479,736 pounds. This is equivalent to saving about 20,000 trees over a ten-year period¹. Vance adds, “The change to the Philips EnduraLED MR16s was a good business decision;” estimating that the Edina showroom change to LED saved approximately \$27,000 in yearly energy costs. Also, because the 25,000 hour² rated average life of the 7W EnduraLED MR16 lamps are as much as five times longer than the 35W halogen lamps, Room & Board expects to significantly reduce time and expenses related to replacement and maintenance costs.

Coupling the cost savings with rebates received from their local utility company, Room & Board anticipated a payback period of less than 18 months, and similarly upgraded five additional retail locations. They also installed Philips EnduraLED PAR30 indoor flood lamps in the track and recessed fixtures at a sixth location.

1. Based in part on EPA Energy Reduction calculations.
2. Rated average life, based on engineering testing and probability analysis, is the time (hours) at which an average of 50% of lamps remain operational and 50% are not operational.



One afternoon at the Edina showroom, Vance was examining an area where the Philips EnduraLED Lamps had just been installed next to an area that still had the halogen lamps. While carefully comparing the lighting color and quality in the two areas, Vance recalls, “One of the store’s design associates who didn’t know that I worked for Room & Board came up to me and asked if I needed any help. I told her what was going on and pointed out the new lights.” He continues, “She was surprised, because even though she was working in the store, she hadn’t even realized we had made a switch. That says a lot about the quality of Philips EnduraLED Lamps.”

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