

PHILIPS

Retail lighting

Netto

LED

Case study

Proper lighting
adds comfort to
your shopping

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‘Netto 3.0’ is the newest concept of a Danish chain store Netto which has been present on the Polish market for the past 24 years. Since then, they have opened 380 locations and have become one of the biggest retail branch in Poland. ‘Netto 3.0’ concept consists of different solutions meeting the needs of clients who value quality products. Netto chain enhances the client’s experience thanks to background music, appropriate lighting and a range of products selected according to the latest trends.

Pleasant shopping experience

‘Netto 3.0’ concept is based on strategic foundations incorporating Scandinavian values and design, low prices, high-end quality, cooperation with local communities, easy navigation and simple solutions in space management. One of the first Netto stores designed according to Concept 3.0 is located in Madison Shopping Centre in Gdansk. Spacious and modern interior is typical to Scandinavian aesthetic.

The clients can enjoy the complimentary food and beverages offered at Netto; freshly ground coffee, juices, salads, snacks, and freshly baked bread. The range of products has been curated to the client’s needs that include a wide variety of dietary specific products; gluten, sugar, lactose free and organic products. Another important element enhancing shopping experience is the atmospheric music and proper lighting.

–Thanks to the cooperation with Signify we could fully implement the ideas behind ‘Netto 3.0’ concept. In our Gdansk location we have used the high-end lighting products from Maxos Fusion by Philips and that only marks the beginning of our cooperation. Until 2020 we are planning on opening over 40 stores in accordance with ‘Netto 3.0’ concept using a range of Philips products. Great advantage of Maxos Fusion lighting is not only a good lighting quality but more importantly energy efficiency and cost

effectiveness – says **Wojciech Wolny, Netto’s Technical Department Manager.** – It’s worth to emphasize that we have been working together with Signify for a long time. Firstly, we highly appreciate the adaptability of their products including trunks, panels and adjustable spot lights which allow for a swift modification within the interior’s lighting. Secondly, we value flexibility towards the client’s needs and ability to arrive at solutions that are crucial for us – he adds.

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Wojciech Wolny, Manager at Netto’s Technical Department



Higher energy efficiency

Maxos fusion is a flexible linear LED lighting system guaranteeing excellent lighting quality and giving the customer freedom to adjust the light components to their needs. The possibility of integrating both non-linear luminaires and linear modules as well as accent lighting thanks to the trunking system, is particularly important in commercial spaces that need to create an attractive display of their products. Additionally, the positioning of installed elements can be changed and easily adjusted. A variety of fixtures allow for creating a unique ambience. Netto stores chose black fixtures that create an impression of an elegant interior – says **Dagmara Majewska, Key Account Manager at Signify**.

More importantly, Signify solutions are consistent with the idea of sustainable development. Modern and efficient LED technology is energy efficient and delivers exactly the right amount of light where it's needed. Thanks to high energy efficiency, Maxos Fusion is reducing energy costs by over 50% comparing to solutions based on fluorescent lamps. 'Netto 3.0' concept has the customer in mind. That is why, all the stores are conveniently located in the city centres or close to busy neighbourhoods. At the moment there are 380 locations. Netto is planning on opening 40 more stores with 'Netto 3.0' concept, which means that the fruitful cooperation with Signify will continue.



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Dagmara Majewska, Key Account Manager, Signify



Netto store located in Madison Shopping Centre is the first location designed in accordance with 'Netto 3.0' concept.



Important elements creating a unique ambience and positive customer experience according to 'Netto 3.0' concept are background music and proper lighting.



Netto stores are equipped with high-end lighting products from Maxos Fusion by Philips that not only guarantee an excellent light quality but also reduce energy costs.



In retail spaces, various LED lights and accent lighting allowing for better product exposure can be easily integrated thanks to the trunking system.



Modern and efficient LED technology is energy efficient and delivers an appropriate amount of light exactly where it's needed.

More about Maxos Fusion products:
<https://www.lighting.philips.com/main/systems/themes/maxos-fusion>



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