



# CustomCreate pendant

Ultimate flexibility  
and customizability



# Contents

3	Trends
4	Expecting more from retailers
5	Introducing CustomCreate
6	How to tailor your pendant
7	The benefits of CustomCreate
8	Photometric details
10	Dimensional drawings
12	Main specifications
14	Range offer
17	Turn your store into a smart store with Interact Retail



## A new way of thinking

The age of the circular economy has now arrived. Our environment is under more pressure than ever before and it's projected that we will use three planets' worth of natural resources by 2050. A new economic model is needed, which restores and regenerates by design. One that can also save up to \$1 trillion in materials every year.

## How consumer values are changing

### The latest trends and insights

More and more shoppers are thinking of the environment when they make their purchasing decisions. They are prepared to pay a fair price for what they consume and want to feel they're reducing their carbon footprint. Fair trade, ethical sourcing and transparent supply chains are now top of the agenda. We can see the changing landscape in the growth of a sharing economy in areas such as transportation and the use of washing machines. When it comes to retail, there's a big impact too. Increasingly, stores are designed and built to be carbon neutral. These stores might use solar-panels to harness energy, for example, and make use of recycled or upcycled materials. But consumers are also increasingly embracing and supporting local artisans by choosing local, seasonal produce over supermarket imports. It's all part of the move away from globalized, uniform retail environments. People want authenticity.





## Expecting more from retailers

As long as stores can offer an experience which is fun, interactive and up-to-date, 82% of millennials still prefer the idea of a physical shopping experience. Even in the age of online purchases, we all have a desire to see, touch and even smell products in the real world.

The challenge for retailers is to create a memorable in-store experience that simply can't be matched on the web. And the way a store looks has a major impact on the way they feel about your brand. An important buzzword right now is 'Retailtainment' – the creation of immersive and participatory experiences, which provide extra value for visiting shoppers. The core belief behind the trend is that customers are more likely to engage with you if you reflect their lifestyle.

Why not turn part of your store into a studio and host classes, for instance? The experience is co-created between you and the customer, with physical stores becoming playgrounds.

Think of immersive showrooms and demos. Multi-media theaters. Parties, events and workshops. And what about hospitality? Food and drink can play an important role in attracting people through the door too.

Remember, engaged customers are 90% more likely to make frequent purchases and spend 300% more every year than disengaged ones. The time to act is now.

## Introducing CustomCreate

Traditional point-of-sale material has had its day. As environmental awareness has increased, mass-printed promotional materials have lost their luster. But if you think imaginatively about your lighting, you still have the ability to create a real wow factor.

CustomCreate is an affordable and customizable system, which allows you to change the appearance of your store without any major refurbishment.

You can tailor the luminaire with various shade colors and textures and create a truly personalized look. As seasons change and new events are launched, the appealing pendant design can adapt to fit your concept.

It's easy to replace the shades without specialists or technicians getting involved or having to close the store. So the superior light quality from CustomCreate becomes a simple, cost-effective way to make your retail environment come to life.

Use the product in conjunction with our fresh-food lighting recipes for LED and you can enhance displays even more – giving meat, fish and vegetables a more appealing appearance.



### CustomCreate at a glance:



Customizable



Easy to replace



Cost-effective



Superior light quality



Recyclable for the circular economy



# How to tailor your pendant

Each CustomCreate product is modular built using a light module and a replaceable shade. The shades can be tailored with various colors, transparencies and textures. Custom shade designs are possible via the bespoke design process. Simply tell our designers what you're looking for and let us do the rest. We'll give you some initial proposals and then work in collaboration with you to create exactly the product you need.



# The benefits of CustomCreate

CustomCreate is suitable for high ceilings in environments such as DIY and garden centers, with its high light uniformity ( $U0 > 0,6$ ). A combination of reflectors and a diffuse Lambertian beam produce 8000lm. In fresh food departments, counters and promotional islands with low ceilings, up to 4900lm is available in medium, wide and very wide beam.

You can also use Philips LED lighting fresh food recipes to bring the most of your fresh produce by enhancing food presentation. Not only can this technology be used as a powerful, in-store sales tool, but our fresh food recipes also help reduce food waste by emitting the right color temperatures to slow down the discoloration of sliced meat.

CustomCreate
.....
How to tailor your pendant
.....
The benefits of CustomCreate
.....

Here's our four-step guide to the process:



### Determine the lighting details

Make sure the luminaire is right for your needs. You'll have a wide range of options to tailor your light, including choice over lumens, kelvins, driver settings, optics and mounting.



### Define your shape and size

Choose from a rich collection of functional or decorative options.



### Choose the material

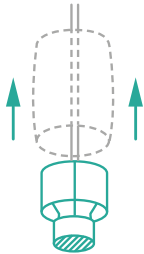
Whether you want the fixtures to blend in or stand out, the gorgeous materials created through Signify technology mean you're spoilt for choice.



### Select the texture and pattern

From techy grooves through to lines, weave and more traditional finishes, simply pick the design to suit your brand.

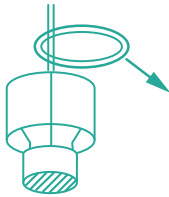
## Our seven-step guide to changing a pendant:



1 Lift up the existing cover



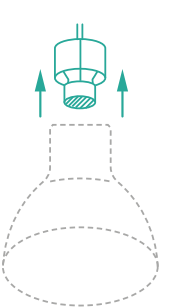
2 Lift up the mounting ring



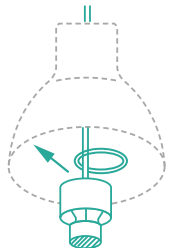
3 Remove the mounting ring



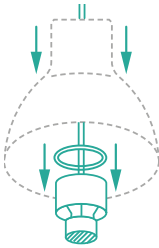
4 Remove the existing cover by lowering it over the main housing



5 Add the new cover by lifting it over the main housing



6 Add the mounting ring back in



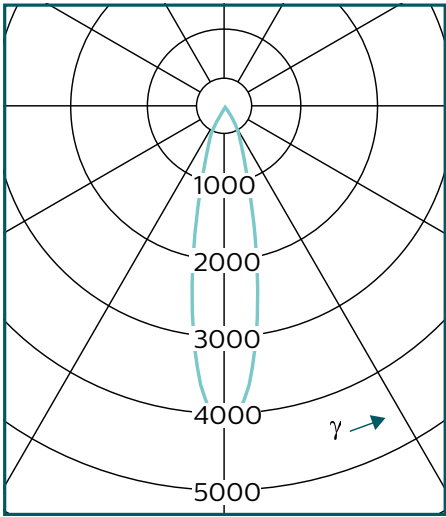
7 Lower the mounting ring and new cover, they will self-center into place!



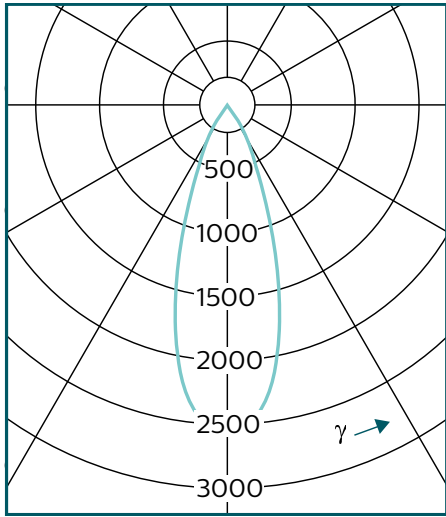
# Photometric details

## Polar intensity diagrams – CustomCreate PT520T Curve

CustomCreate PT520T  
LED27S/830 MB

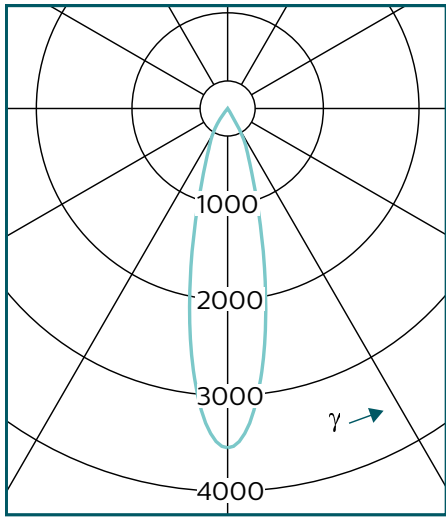


CustomCreate PT520T  
LED27S/830 WB

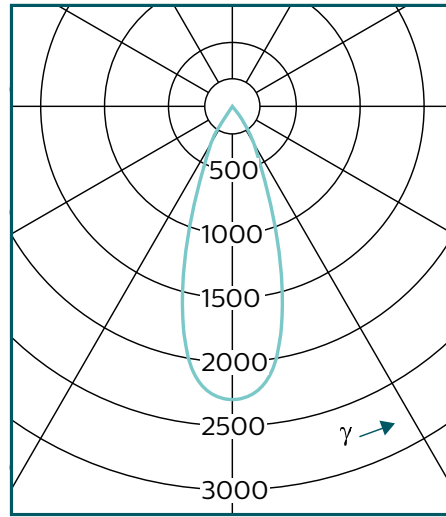


## Polar intensity diagrams – CustomCreate PT520T BELL

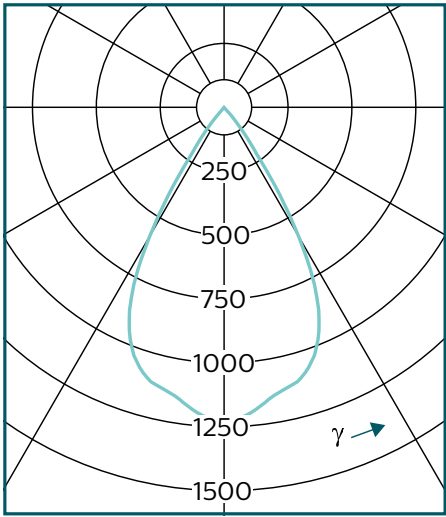
CustomCreate PT520T  
LED65S/830 MB



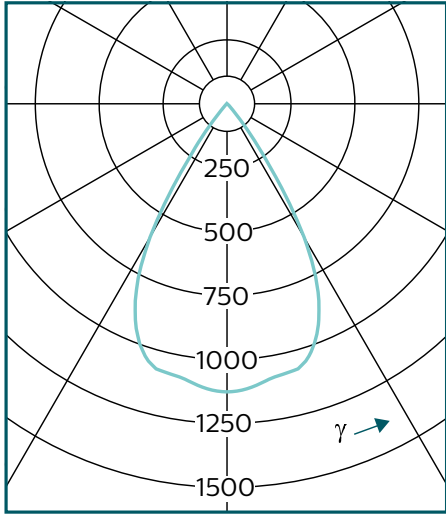
CustomCreate PT520T  
LED65S/830 WB



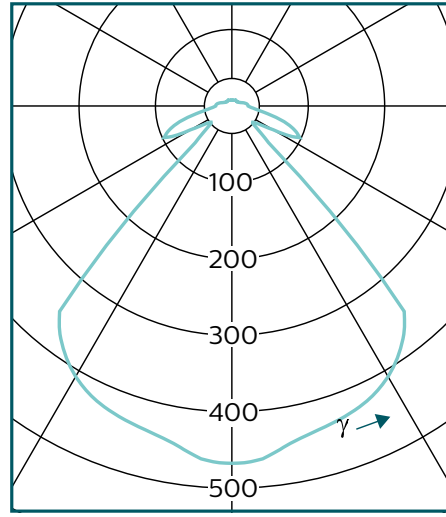
CustomCreate PT520T  
LED27S/830 VWB



CustomCreate PT520T  
LED65S/830 VWB



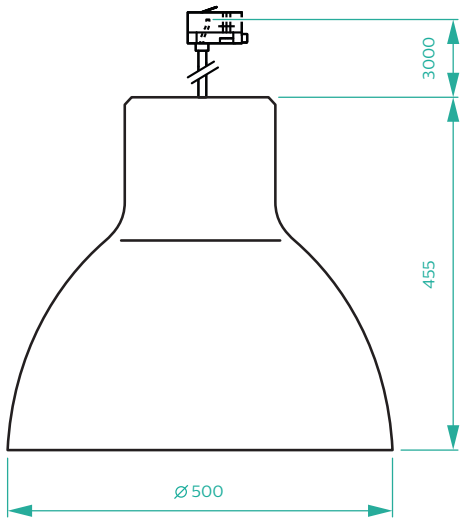
CustomCreate PT520T  
LED80S/830 DF



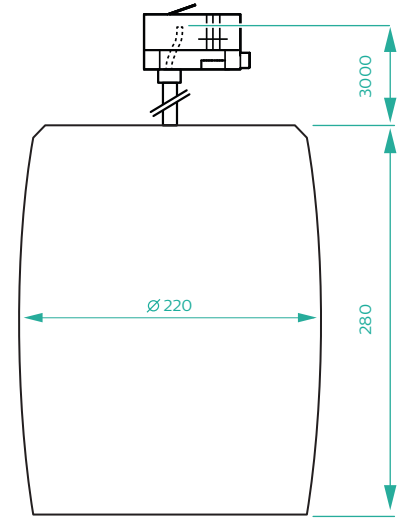


# Dimensional drawings

CustomCreate PT520T Bell



CustomCreate PT520T Curve





# Main specifications

	Light source	Lumen package system	Typical power and efficacy	Color temperature	Beam angle	Design	Dimmability	Connection
CustomCreate PT520T	LED17S / LED19S	1700lm	15W - 110 lm/W	830	MB (21°) WB (33°) VWB (58°)	Small curve (small formfactor with internal light refraction)	Fix current PSU  DALI dimming with VLC PSD-VLC (LED65S and LED80S not possible with PSD-VLC)	Suspension with ceiling cap (PT520C)  Suspension with track adaptor (PT520T)
		1800 lm	15W - 117 lm/W	840				
		1800 lm	15W - 117 lm/W	FROST				
		1650 lm	15W - 106 lm/W	827				
		1650 lm	15W - 106 lm/W	CH				
		1700lm	19W - 91 lm/W	PremiumWhite PW930				
		1700 lm	21W - 82 lm/W	ROSE				
		1700 lm	24W - 70 lm/W	FMT Fresh Food Meat				
	LED26S / LED27S	2700 lm	37W - 74 lm/W	ROSE	MB (21°) WB (33°) VWB (58°)			
		2600 lm	39W - 67 lm/W	FMT Fresh Food Meat				
		2700 lm	25W - 111 lm/W	830				
		2800 lm	25W - 115 lm/W	840				
		2800 lm	25W - 115 lm/W	FROST				
		2600 lm	25W - 107 lm/W	827				
		2600 lm	25W - 107 lm/W	CH				
		2700 lm	35W - 78 lm/W	PremiumColor PC930				
		2700 lm	29W - 95 lm/W	PremiumWhite PW930				
	LED39S	3950 lm	33W - 120 lm/W	830	MB (23°) WB (34°) VWB (59°)			
		4150 lm	33W - 126 lm/W	840				
		4150 lm	33W - 126 lm/W	FROST				
		3800 lm	33W - 116 lm/W	827				
		3800 lm	33W - 116 lm/W	CH				
		4000 lm	46W - 87 lm/W	PremiumColor PC930				
		4000 lm	41W - 97 lm/W	PremiumWhite PW930				
	LED49S	4900 lm	40W - 122 lm/W	830	MB (23°) WB (34°) VWB (59°)	Large Bell (large formfactor classical bell shape with internal light refraction)		
		5200 lm	40W - 129 lm/W	840				
	LED65S	6500 lm	54W - 120 lm/W	830	"MB (23°) WB (34°) VWB (59°)"			
		6500 lm	51W - 129 lm/W	840				
	LED80S	8000 lm	69W - 116 lm/W	830	Diffuse; Lambertian (no FWHM)			
		8000 lm	65W - 123 lm/W	840				



Range

offer

Lumen output	Description	Light color	CRI	Beam angle	12nc code	EAN
LED27S 2700lm	PT520T LED27S/827 PSU MB CURVE GR	2700K	>80	MB	912500100444	8718699792114
	PT520T LED27S/830 PSU MB CURVE GR	3000K	>80	MB	912500100445	8718699792121
	PT520T LED27S/840 PSU WB CURVE GR	4000K	>80	WB	912500100446	8718699792138
	PT520T LED27S/PW930 PSD-VLC VWB CURVE GR	3000K	>80	VWB	912500100447	8718699792145
	PT520T LED27S/ROSE PSD-VLC WB CURVE GR	Rose	>80	WB	912500100448	8718699792152
	PT520T LED27S/CH PSD-VLC WB CURVE GR	Champagne	>80	WB	912500100449	8718699792169
LED39S 3900lm	PT520T LED39S/830 PSU MB CURVE GR	3000K	>80	MB	912500100450	8718699792176
	PT520T LED39S/840 PSU WB CURVE GR	4000K	>80	WB	912500100451	8718699792183
	PT520T LED39S/PW930 PSD-VLC VWB CURVE GR	3000K	>80	VWB	912500100452	8718699792190
LED49S 4900lm	PT520T LED49S/830 PSU MB BELL CL	3000K	>80	MB	912500100453	8718699792206
	PT520T LED49S/840 PSU WB BELL CL	4000K	>80	WB	912500100454	8718699792213
LED65S 6500lm	PT520T LED65S/830 PSD MB BELL CL	3000K	>80	MB	912500100456	8718699792237
	PT520T LED65S/840 PSD WB BELL CL	4000K	>80	WB	912500100457	8718699792244
LED80S 8000lm	PT520T LED80S/830 PSD BELL CL	3000K	>80	Diffuse optic	912500100458	8718699792251
	PT520T LED80S/840 PSD BELL CL	4000K	>80	Diffuse optic	912500100459	8718699792268





## Turn your store into a smart **store with Interact Retail**

Interact Retail enabled by connected LED lighting supports the creation of a seamless, omni-channel customer journey, enhances the store experience and strengthens brand appeal, while helping you gather in-depth retail and shopper analytics to drive operational excellence.

Interact Retail lights up your store with new experiences, while delivering new operational efficiencies and generating valuable customer data.

What if you could use your store's lighting to support enhanced experiences, realize new operational efficiencies, and generate data for in-depth analytics? Interact Retail can create stunning and flexible retail spaces, trigger specific shopper behaviors through zoning and light layering, and deliver location-based offers to shoppers via customized smartphone apps.

The CustomCreate pendants are Interact Ready, making them compatible with Interact Retail software applications.

Now that's smart retail.

For more information  
about Interact Retail, please visit:  
[www.interact-lighting.com/retail](http://www.interact-lighting.com/retail)





