



Signify

# Managed Services

Circular Lighting

Case study:  
Bruynzeel Storage Systems,  
The Netherlands



# Bruynzeel Storage Lighting for a Circular Economy

Bruynzeel Storage Systems is a manufacturer, advisor, and installer that develops space-saving and archiving systems for government, libraries, hospitals, and museums. The company is also determined to save resources. Their circular approach to business turns waste, by-products and emissions into materials that can be used in their production cycles. A successful model that gives real ambition to their aim of creating a truly sustainable future.

"Over the coming years we will pay a fixed monthly fee for lighting. We do not have to worry about management and maintenance, we'll benefit from innovations that occur in the meantime, and we will have maximum peace of mind."

Bart Sijben, Operational Manager at Bruynzeel Storage



"We opted for Signify because they use a sustainable, future-proof lighting system"

### The challenge

Bruynzeel wanted to focus on their core business rather than the ownership and management of their lighting infrastructure. The company wanted a new level of control over energy use for lighting, as well as an end-to-end solution that would give them the ability to maximize recycling in line with their circular economy business agenda.

### How it was solved

Signify was inspired by architect Thomas Rau to create a circular lighting solution. Rau established Turntoo, a separate business to support Signify's Circular Lighting model, to preserve resources by giving a residual value to all lighting materials and components. Together, Signify and Turntoo provide end-to-end management and maintenance of the new, budget-neutral lighting system. Bruynzeel now has a greater degree of energy efficiency and control over their lighting infrastructure, as well as guaranteed reuse of the maximum number of lighting components.

### The last word...

Apart from improving the working conditions for its employees, Signify's Circular Lighting has helped Bruynzeel cut its energy costs by an impressive 73% and reduce its carbon footprint by 231 tons of CO<sub>2</sub>. Maintenance has been minimized too, allowing the company to focus solely on its business rather than its lighting.

> 73%

Reduction  
energy costs

## Project info

Client  
Bruynzeel Storage Systems

Location  
Panningen, The Netherlands

Signify system  
Circular Lighting





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