![Philips Lighting logo]

Fully customizable pendant luminaire for retail

CustomCreate

Retailers want to create an appealing ambiance and enhance the merchandize in their stores with the right light and beautifully matching products. Pendant luminaires can attract attention to a specific part of the store and can be used to create zones in the store. CustomCreate provides stores with the latest benefits of LED technology, and can also illuminate store areas with dedicated Fresh Food light recipes, and it enables multiple light effects and intensities thanks to the built-in PerfectAccent reflectors. Furthermore, to fully match the given retail environment and brand, the outer shade of the product is fully customizable in terms of color, translucency, pattern and form. This outer shade can also easily be changed without the need to switch off the light or demount the luminaire.

Benefits

- A distinct decorative element in the store, which can be used to enhance branding and create zones within the store
- Enabled by dedicated Fresh Food light recipes, CustomCreate can further enhance presentation of the fresh produce on the shelves
- Fully customizable, enabling retailers to always reflect their latest branding and store messages
- Ease of mounting and installation, no need to close off stores or store design when new lights need to be installed.
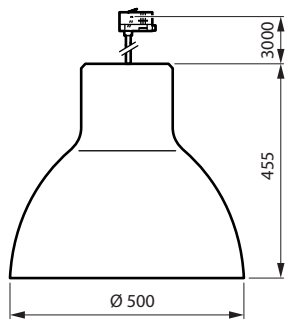
CustomCreate

Features

- Up to 8000lm maximum light output for installations with increased mounting height
- Fully customizable design in terms of color, translucency and texture can be freely chosen
- Equipped with PerfectAccent reflector offering high LOR and nice smooth light effect
- Tool-less access to outer design components
- Ready to be connected to Interact Indoor navigation software application (up to 4900lm)
- Specific light spectra available to enhance the appearance and extend shelf life of fresh produce such as; meat, fish, vegetables, bread and pastries and fresh fruits, vegetables and flowers.

Application
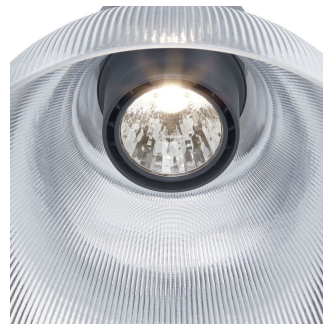
- Supermarkets
- Hospitality
- Large Retail

Dimensional drawing

3000

455

Ø 500

Product details

CustomCreate-
ST520T_Large-1DPP.TIF

CustomCreate-
ST520T_Large-3DPP.TIF

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General Information

CE mark	Yes
Driver included	Yes
ENEC mark	ENEC mark
Flammability mark	–
Glow-wire test	Temperature 650 °C, duration 30 s
Light source replaceable	No
Number of gear units	1 unit

Light Technical

Correlated Color Temperature (Nom)	4000 K
Color rendering index (CRI)	>80

Operating and Electrical

Input Voltage	220-240 V
Line Frequency	50 to 60 Hz

Temperature

Ambient temperature range	+10 to +40 °C

Mechanical and Housing

Housing Color	Clear

Approval and Application

Protection class IEC	Safety class II
Mech. impact protection code	IK02
Ingress protection code	IP20

Initial Performance (IEC Compliant)

Initial chromaticity	(0.38, 0.38) SDCM<3
Luminous flux tolerance	+/-10%

Over Time Performance (IEC Compliant)

Driver failure rate at 5000 h	0.01 %

Application Conditions

Suitable for random switching	Not applicable

Light Technical

Order Code	Full Product Name	Beam angle of light source	Luminous Efficacy (rated) (Nom)	Luminous Flux	Optic type
79221300	PT520T LED49S/840 PSU WB BELL CL	36 degree(s)	127 lm/W	5,120 lm	Beam angle 36°
79226800	PT520T LED80S/840 PSD BELL CL	– degree(s)	125 lm/W	8,014 lm	Prismatic reflector wide beam

Operating and Electrical

Order Code	Full Product Name	Power Consumption
79221300	PT520T LED49S/840 PSU WB BELL CL	40.3 W

Order Code	Full Product Name	Power Consumption
79226800	PT520T LED80S/840 PSD BELL CL	64 W

Controls and Dimming

Order Code	Full Product Name	Dimmable
79221300	PT520T LED49S/840 PSU WB BELL CL	No

Order Code	Full Product Name	Dimmable
79226800	PT520T LED80S/840 PSD BELL CL	Yes

Application Conditions

CustomCreate

Order Code	Full Product Name	Maximum dim level
79221300	PT520T LED49S/840 PSU WB BELL CL	Not applicable

Order Code	Full Product Name	Maximum dim level
79226800	PT520T LED80S/840 PSD BELL CL	0% (digital)

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www.lighting.philips.com

2023, August 2 – data subject to change