

PHILIPS

Retail Lighting



Noriel Vulcan Store

– unique shopping experience

Bucharest, Romania



The concept and the solution

The consumer behavior and the final purchase decision are triggered by a combination of factors, perceptions and emotions, so that a store must achieve a multi-sensory environment. Lighting plays an important role in this process, as it can direct potential buyers to certain areas of the store.

The new technology ensures uniform lighting across the entire store and highlights the areas of interest. This way, it was possible to achieve a lighting level much higher than the average used in stores with similar specific, with values of over 7-800 lumens/m2.

In order to meet these challenges, Signify replaced the old lighting system, that used fluorescent and metal halide lamps, choosing the CoreLine Trunking LED solution instead.

The Challenge

As technology advances and new generations of buyers gain ground economically, retailers need to adapt quickly to remain relevant in such a competitive field. Aiming to keep its position in the top of toy retailers, Noriel Vulcan Store came up with a new concept for its store, built around the experiential component. This includes several presentation areas for major brands, one dedicated to new releases and an area where customers are offered, for the first time, the opportunity to see and test products sold exclusively online.

The retailer wanted a lighting solution which would not only improve the level of energy efficiency, but also fit the new concept of Noriel store, ensuring a superior level of lighting and a memorable experience for customers.





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Due to the solution delivered by Signify we obtained on average differences in energy consumption of 65-70%, while the quantitative level of light increased with up to 50%.”

– Dragoș Țugui, Leasing Manager Noriel.

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With the help of an adequate lighting system, retailers can create a persuasive brand identity, managing to attract buyers and inspire them to choose the most suitable items. The flexibility of the lighting system also plays a key role, as a LED fixture can be easily adjusted and contribute to optimizing the space and complementing the design of the store.”

– Andreea Doncea,
Key Account Manager Retail & Hospitality, Signify SEE

