

PHILIPS

StoreFlow

Retail lighting



Philips StoreFlow retail lighting

Enhance customer experiences with a new concept in high-contrast aisle lighting that has great design flexibility and product sustainability



A new concept in high-contrast aisle lighting

For decades, innovations in aisle lighting have focused on delivering greater energy efficiency.

But aisle lighting can do so much more than just deliver efficient and sufficient light across a store. With contrast-full lighting you have the power to create a unique store ambiance, one that draws attention to key areas and products in your store and creates a more intimate customer experience with greater eye comfort and evenly lit products. And it can even influence buying behavior too.

But why stop there?

What if there was a way to deliver all of this in a single, contemporary design that was not only energy efficient but easy to install and adapt to your preferred store configuration in a way that delivered greater energy and cost efficiencies too? You can with **Philips StoreFlow**.



One design, multiple configurations

Single or double spotlight with multiple colors and different color temperatures

Delivers value on every level

Customer – Creates an intimate shopping experience by drawing attention to special zones and highlighting products with greater eye comfort and improved sparkle.

Environment – All key internal parts, including the power supply, are replaceable and allow for greater product longevity. The plastic housing parts are made from bio-based material and the product meets Signify's Lighting for Circularity criteria.

Business – Delivers a single contemporary design with two options, single or double-headed spotlights, making it easy to install, reposition and maintain in a multitude of store configurations that "plug and play" into your existing rails.

"High-contrast aisle lighting creates the level of intimacy and ambiance that customers are demanding from all their in-store shopping experiences post COVID-19."

Peter Kort

Lighting application specialist at Signify



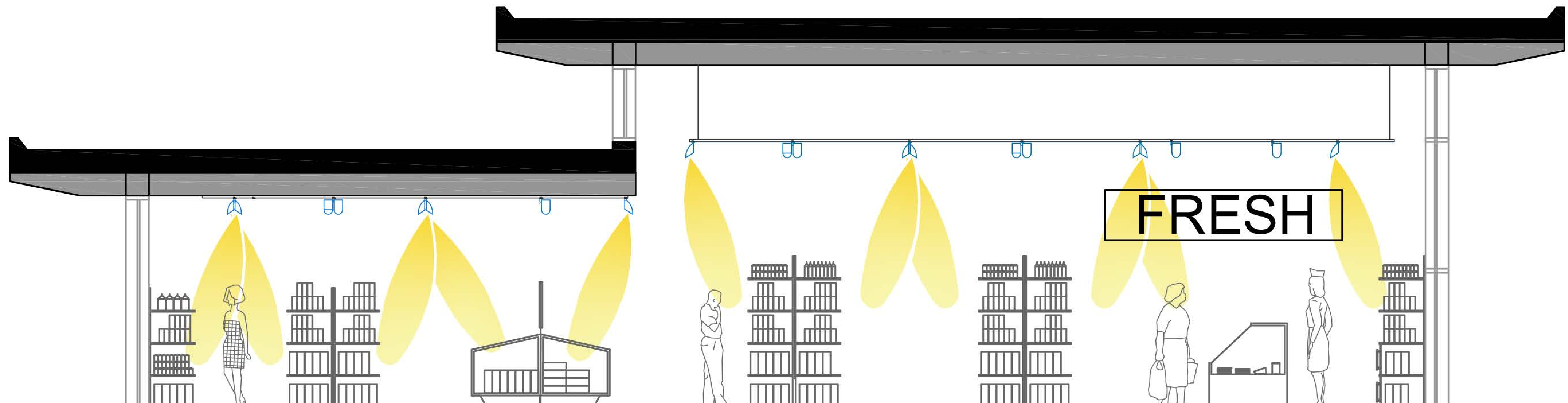
Soft architecture: A new concept in projector lighting



Designed to fit any store application with ease



Single solution, multiple applications



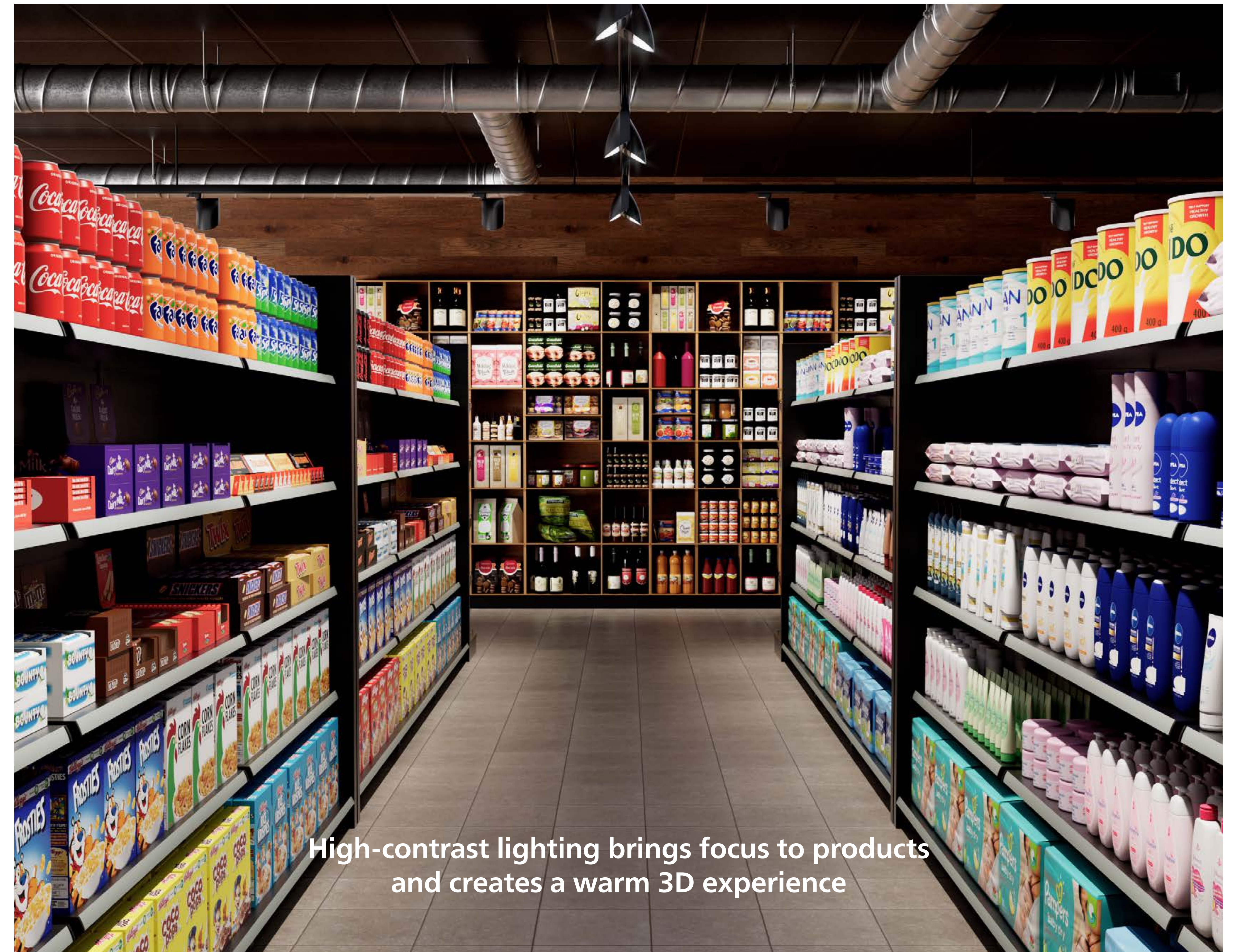
1Flexibility	2Options	3Consistency	4Plug and play
Adjustable spotlights work on low ceilings and can be tilted (up to 15°) for efficient illumination, even with minimal space between aisles.	Different light outputs can be combined to match any ceiling height and dedicated retail light spectra can be chosen for the most suitable atmosphere for the store. A typical optimized spacing is around 2,5 m for StoreFlow installed at a height of approx. 3,2 m	Eliminates shadows on the top shelf, where one beam transitions over to the next. The light distribution can be evenly spread to provide full coverage for products across both aisles, minimizing excessive light on the floor.	The track-based projector makes it easy to "plug and play" into existing rails and combine with other track-based luminaire offerings.

Old customer experience



Diffused lighting brings focus to the floor and offers a flat 2D experience

New customer experience



High-contrast lighting brings focus to products and creates a warm 3D experience

"Shopper eye comfort and product visibility are key to the customer experience. That's why shelves are lit the brightest at eye level and have a very smooth vertical decay, while maintaining a good illumination from the top of the shelf to the bottom."

Emmanuel Van Den Akker
Product designer

Designed for the circular economy

What if we told you there was a way for luminaires to meet your evolving needs beyond their rated service life, including service and repair, upgrades, and replacements? All while enjoying superior lighting performance and lower carbon footprints.

Products

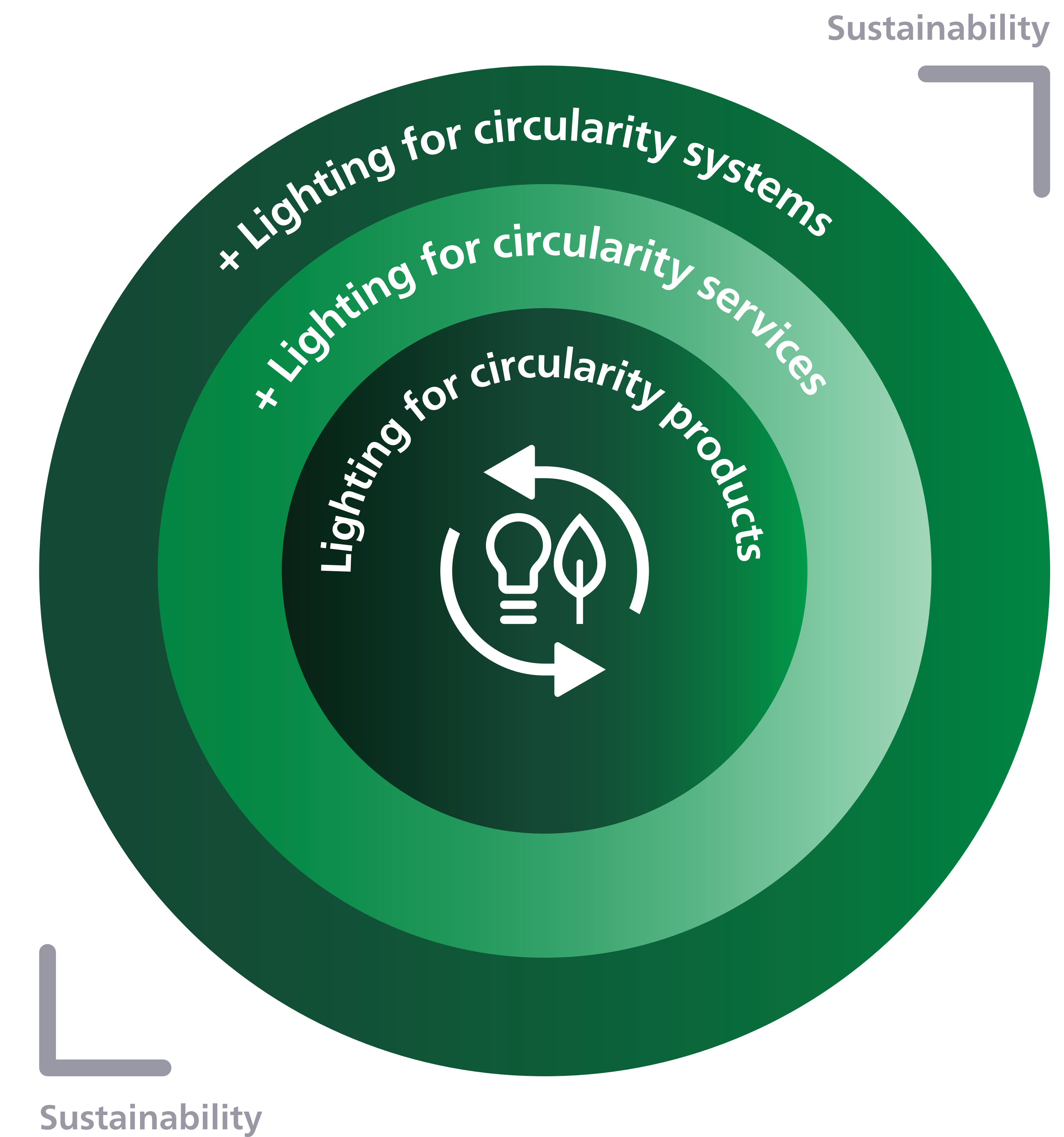
- Luminaires and components use renewable materials
- High energy efficiency and long lifetime
- Products are easy to maintain, repair, upgrade, and replace
- Philips StoreFlow meets the criteria set for Lighting for Circularity products

Services

- Service packages ensure sustainable investments and operations
- Customized lighting solutions in line with clear key performance Indicators
- Include everything from design and build to operation and maintenance

Smart systems

- Smart lighting systems can significantly improve the environmental performance of your lighting
- Optimize energy savings with the energy dashboard
- Remote monitoring of lighting assets

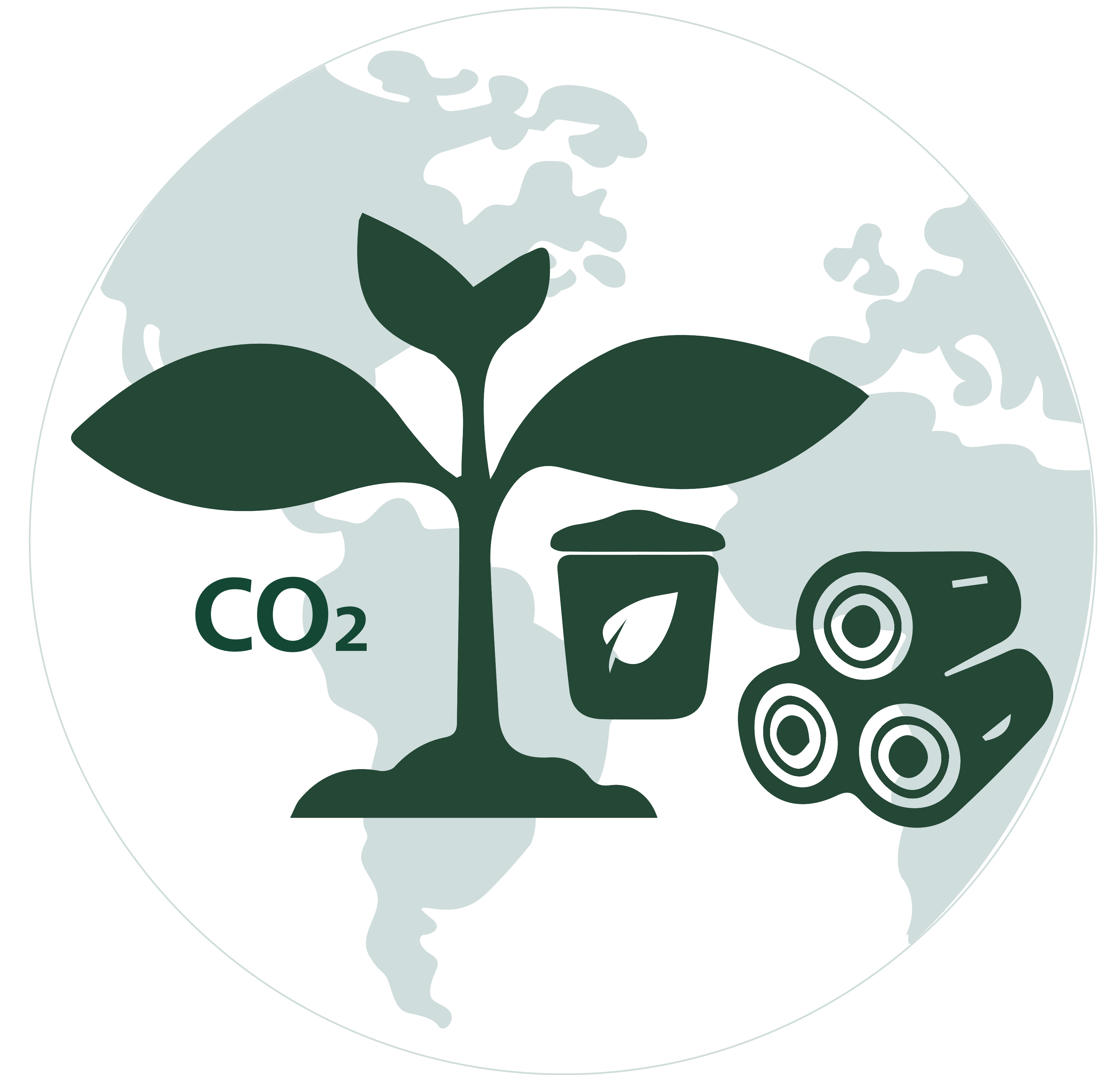


Sustainability

Our purpose is to unlock light's extraordinary potential for a brighter future and a better world. Helping to further develop the circular economy is a good place to start. Our Lighting for Circularity products, services and systems can help to reduce environmental impact and enhance the store experience at the same time.

Bio-based plastics

Innovation in sustainability is something we take very seriously. The front and back housing covers of StoreFlow are made from bio-based polycarbonate. This means that the plastics we acquired come from renewable resources unlike conventional plastics which are derived from fossil fuels. 71,5% of the source material of these plastic parts has a biological origin, using the mass balance principle.* Our luminaires can be reused, parts can be harvested, and the materials used can be recovered with minimal waste.



*Under the mass balance approach, certified sustainable raw materials enter the supply chain but are not kept physically separated from non-certified materials. While sustainability characteristics remain assigned to batches of material on a bookkeeping basis, the physical mixing of material with different sustainability characteristics and the mixing of sustainable and non-sustainable material is allowed at any stage of the supply chain.

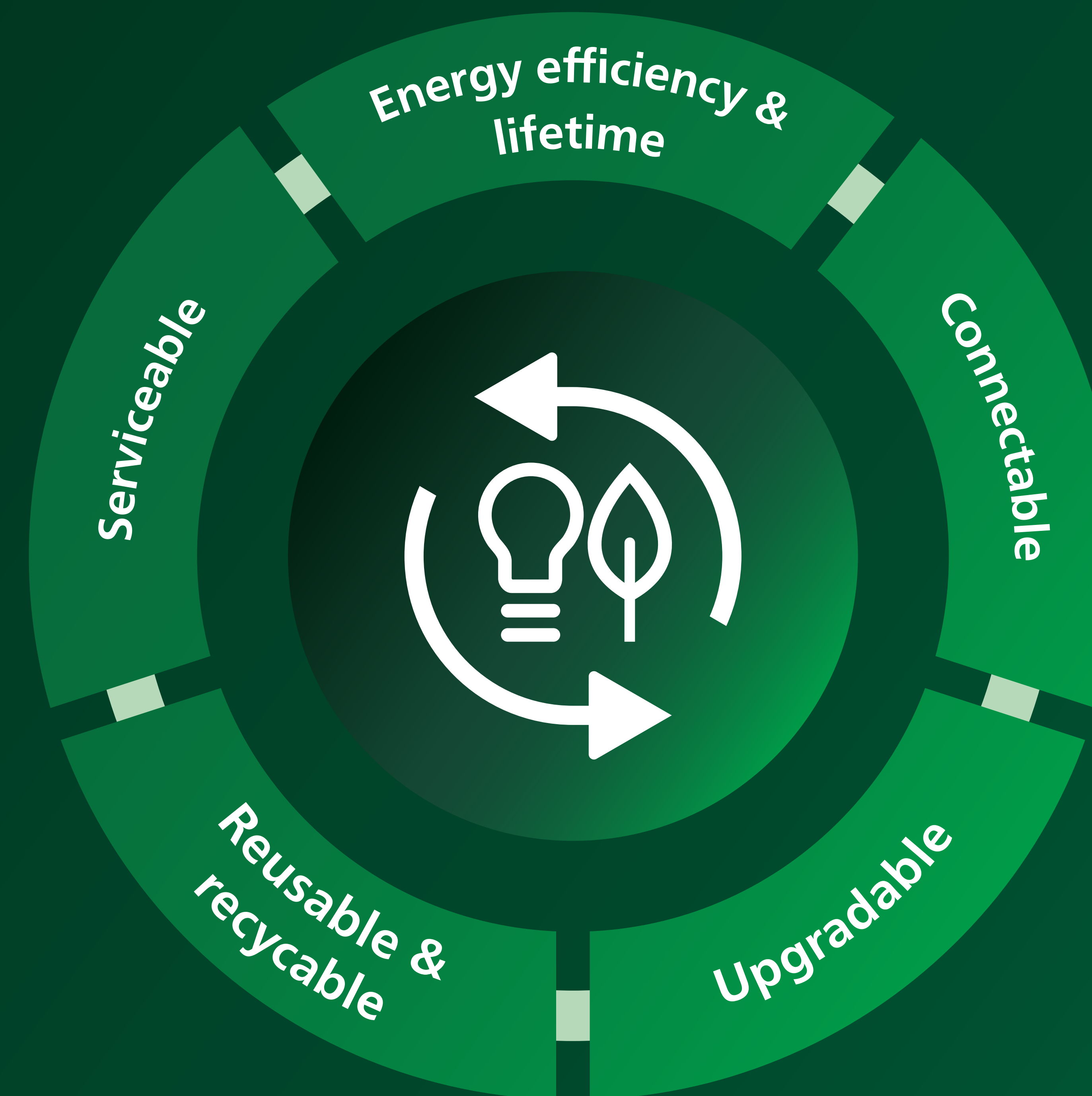
Philips StoreFlow meets the five criteria of lighting for circularity

Energy efficiency and extended lifetime

- High-efficacy light engine with luminous efficacy of 120 lm/W for all configurations, with some as high as 140 lm/W
- PerfectAccent™ optics provide optimal light distribution, reducing the number of luminaires and overall installed power
- Long lifetime of up to 50,000 hours (L80)

Connectable

- Serviceable drivers connect StoreFlow to different Interact systems, enabling features such as multisite management, scene management and lighting management



Upgradable

- Upgradable software via a DALI-enabled or wireless driver

Reusable and recyclable

- Designed for lowest weight and lowest volume to limit transportation-related CO2 emissions
- Easy to dismantle
- The plastic housing is made from a bio-based source
- No glue or potted electronics are used

Serviceable

- Easy to install, service, maintain, repair and replace thanks to the Service tag QR-based identification system
- Each luminaire and driver is uniquely identifiable

Learn more about Lighting for Circularity at lighting.philips.com/main/products/lighting-for-circularity and join the circle to make your business more sustainable!



Optimal store lighting thanks to PerfectAccent optics



Shopper eye comfort

PerfectAccent™ reflectors are designed with multiple small 3D facets in the optic that improve the appearance of the reflector and the uniformity of the beam. The optic design produces a pleasant sparkle inside the reflector which is perceived as comfortable by shoppers.



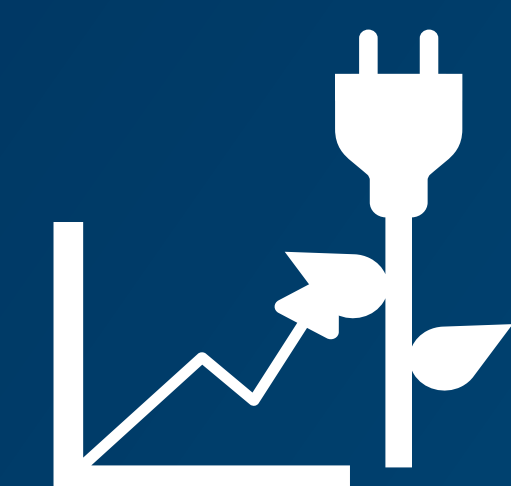
Supports every accent lighting application need

Different output versions, in combination with specific aiming, compensate for relatively low or high ceilings.



Guaranteed performance

Choice of materials results in continued material integrity, performance, and reflectivity over lifetime. This makes StoreFlow a sustainable and profitable choice.



Optimal efficacy

Choice of materials and LED design ensures greater efficiency, resulting in more energy savings and a faster return on investment.



Interact

Integrate Interact connected lighting with Philips StoreFlow to get the most out of your setup. It can help keep your store looking inviting while supporting you in achieving your sustainability goals

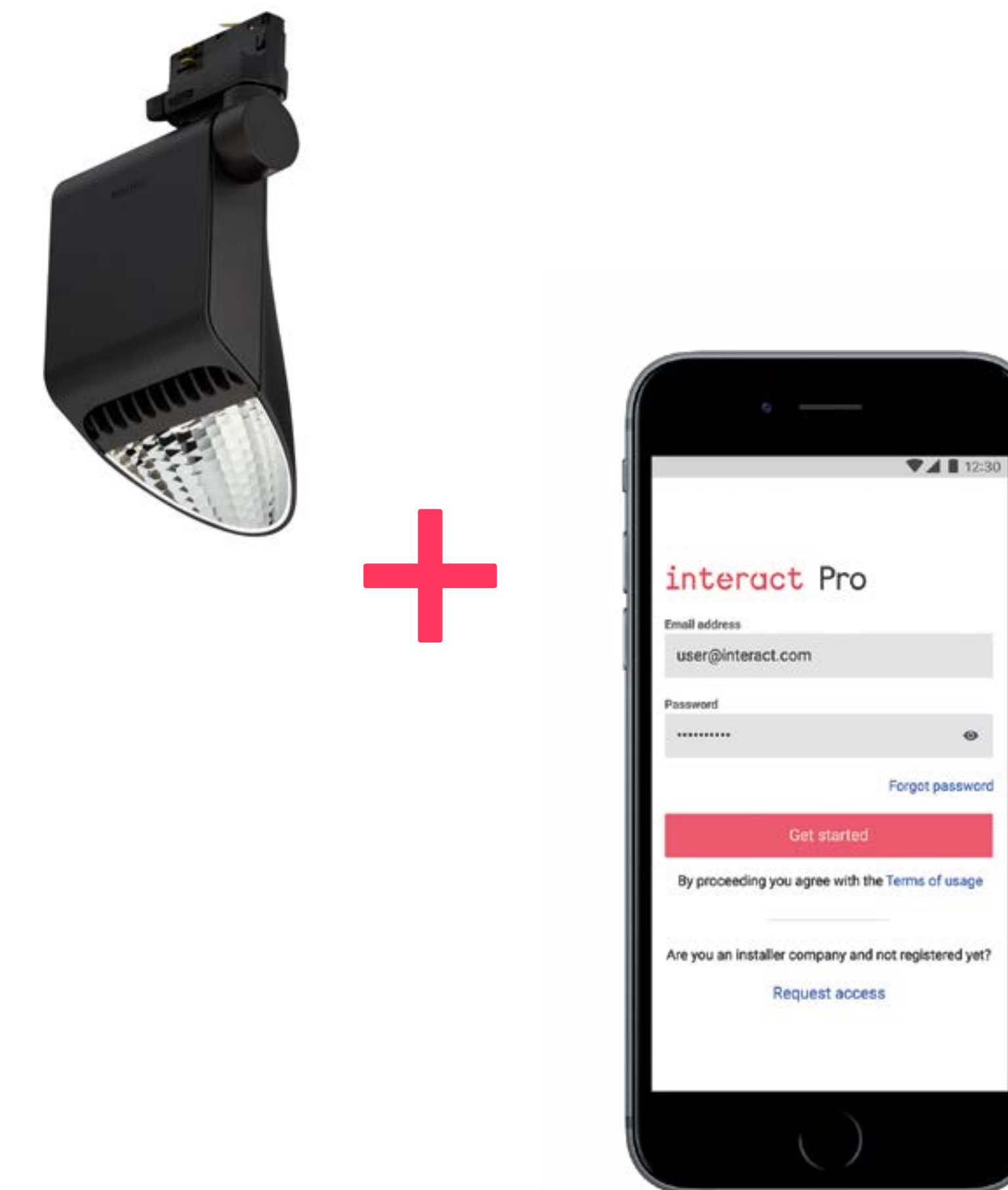
Interact multisite management for retail

Remotely monitor, manage and control the connected lighting across all areas of your store or a chain of stores through a single Interact dashboard.

- Use real-time data insights to operate your store more efficiently.
- Improve store layout and create memorable store experiences

Interact Pro

Wireless luminaires and an app. That's all you need to have a basic control system in place. This will allow you to combine energy savings with effective illumination to enable "smart dimming"



The Interact Pro system allows you to implement grouping with the wireless versions of StoreFlow. With grouping, you can create personalized lighting schemes and dimming settings, enabling you to:

- Create areas or specialty departments to optimize the customer experience
- Reduce food waste by 20% and increase the shelf life of fresh produce significantly
- Add extra interest to hero areas and put promotional items in the spotlight
- Create a relaxed and intimate ambiance for special events

Commercial choice sheet

Specifications					
Product family	Type	Luminous flux	Light color	Driver	Housing color
ST760T StoreFlow	ST761T Single spothead, for 3C/Dali track	27S -2700 lm	830 3000K 80 CRI	PSU Power supply unit - no control options	BK Black RAL 9004
	ST762T Double spothead, for 3C/Dali track (contains 2 identically configured spotheads)	39S -3900 lm	840 4000K 80 CRI	DIA DALI dimming, Interact system ready	WH White RAL 9003
		49S -4900 lm	PW930 PremiumWhite 3000K 90 CRI	WIA Wireless, Interact system ready <small>*Not available for 49S</small>	SI Silver Grey RAL 9006
			PW935 PremiumWhite 3500K 90 CRI		
			PW940 PremiumWhite 4000K 90 CRI		

Dimensional drawings



104 mm



184 mm

250 mm



118 mm



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All technical information can be found at lighting.philips.com