

PHILIPS

Retail Display Lighting



Shining a light on sales

Amazing whites, vivid colors



With premium white, **you don't need to choose between light quality or energy efficiency.** It offers both.”

Enrico Pavin, Signify, Business Development Manager

Iper, one of the leading food retail chains in Italy, has opened a new store called Il Maestro. Iper Il Maestro wanted to add best class illumination to their new store concept. Choosing Philips premium white LED lighting enabled them to showcase products with superior light quality at the point of purchase, at the same time as profiting from significant energy savings.

Illumination beyond your imagination

Superior light quality can present products in a way that shows them in their best light, making them more attractive and giving them extra appeal. The Integrate portfolio of premium white LED lighting takes illumination beyond your imagination. The superior light quality, excellent light distribution and exceptional efficacy maximizes the attractiveness of products on display, stimulating an irresistible desire to shop. It was this that prompted Iper Il Maestro to choose Philips for their store lighting.



Learn more at
www.philips.com/technology



With premium white, **white is amazingly white and colors are astonishingly vivid.**

Ivano Cuzzo, Director IPER IL MAESTOSO, Monza (IT)

Taking color rendering to the next level

Integrate gen 3 LED engines and fixtures are specially formulated for superior light quality and take color rendering to the next level. The range also has unique optimized optics for each application, which direct light to exactly where it is needed. Iper Il Maestoso has illuminated their store with a combination

of standard optics for shelves, a uniform beam for canopy lighting, and narrow beam versions for cabinet doors. The optimized color spectrum enhances white performance and renders astonishingly lively rich colors. At the same time, the premium white solution delivers outstanding efficacy up to 125 lumens per watt to keep Iper Il Maestoso's energy consumption, and cost of ownership, low.



Giving merchandize its ultimate appeal

Not only has Iper Il Maestoso elevated their brand image, the store has foreseen a consistent uplift in sales thanks to the brilliant lighting. Thanks to premium white, superior presentation makes Iper Il Maestoso's products look more appealing, creating the ultimate shopping experience and maximizing the impact at point of purchase.



Superior visibility with light where it's needed

When mounted, the light sources are virtually out of sight, so they don't draw customers' attention away from merchandize. Choosing solutions for each specific application (shelf, canopy and door lighting), enabled Iper Il Maestoso to optimize the optic system. This ensures they have exceptional light distribution where it's needed. It also produces a continuous line of light without undesirable hot spots, glare or reflections on the merchandize. The result is brighter, more uniform product illumination, both horizontally and vertically, throughout the store.



Turning possibilities into energy saving opportunities

InteGrade Premium White lighting revolutionized Iper Il Maestoso's store, providing the best light quality with increased visibility and attractiveness, enhancing the Iper Il Maestoso customer experience, whilst reducing energy consumption for a competitive cost of ownership. Compared to the 118-watt usage of existing lighting in a typical 2.5m cabinet, the selected InteGrade solution uses just 87 watts; an energy saving of around 30%.



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