



## Press release

February 24, 2023

### **Signify launches new Philips StoreFlow retail lighting, Interact Retail hybrid lighting controls, and range of luminaires made from waste materials**

- The revolutionary new Philips StoreFlow for shopping aisles is the first ever retail luminaire with a housing made of more than 68% bio-based plastics, with proprietary optics that cast the light exactly where it's needed, and the latest LED engine with the highest efficacy
- Presenting the first hybrid lighting control system for wired and wireless controllable LED luminaires that allows stores to switch to a dimmable lighting concept more easily than ever before and capture unparalleled energy savings
- Introducing a range of luminaires made from waste materials, reducing the use of fossil fuels and helping to preserve precious resources

**Eindhoven, the Netherlands** - [Signify](#) (Euronext: LIGHT), the world leader in lighting, will launch new luminaires and the latest advances in IoT-based lighting management at the EuroShop 2023 retail trade fair. The new innovations support the retail sector in its transition to a more sustainable, energy efficient and connected future.

#### **Reimagining the shopping aisle**

Signify's new Philips StoreFlow - the first ever retail luminaire with a housing made of more than 68% bio-based plastics<sup>1</sup> – is a special focus at EuroShop, which runs from February 26 to March 2 in Düsseldorf, Germany. StoreFlow is the first Philips luminaire that provides high-contrast lighting, offering a new shopping aisle experience with focus on products and a lively atmosphere. As well as exceptional lighting quality, the solution has excellent efficiency and intuitive functions that give retailers a high degree of flexibility in illuminating their aisles.

"Eye comfort and product visibility are key to the shopper experience. That's why shelves are lit the brightest at eye level and have a very smooth vertical gradient, while maintaining good illumination from the top of the shelf to the bottom," says Marleen Verhagen, cluster product manager at Signify.

#### **Rethinking modern lighting management**

With electricity prices high, retailers are looking for advanced lighting management systems to lower their operational costs. At its EuroShop booth, Signify will present the first hybrid lighting control system, allowing retailers to mix and match from its extensive portfolio of wired and wireless controllable LED luminaires. This enables retailers to harness up to 40% energy savings with the Interact system, regardless of their existing lighting infrastructure. Stores with simple on/off light switches will be able to switch to a dimmable concept more easily than ever before.

In addition, Signify will introduce the energy dashboard of its Interact Multisite management system. This gives retailers real-time and historic insights into the electricity consumption of the lighting and



other verticals in the store (such as refrigeration, ovens, and HVAC). At one glance, the system provides an overview of all connected stores, as well as enabling deep dives into individual stores.

### **Stylish design and sustainable creation go hand in hand**

Using waste materials to manufacture recycled luminaires is one way Signify contributes to a circular economy. At EuroShop, the company will launch the Philips MS Projector, MS Pendant & Surface-mounted and GreenSpace Perfect Fit downlights with a housing made of 65% post-industrial recycled materials, and showcase the [Coastal Breeze Collection](#) made from 100% recycled fishing nets.

"Our ambition is to use at least 55% recycled or mass balanced bio-circular waste or residues for all our printed parts by 2024," says Riemer Adema, Head of 3D product management at Signify. "This decreases the use of fossil fuels and helps to preserve precious resources."

Signify will showcase its capability to 3D print luminaires with complex textures. This is exemplified by the A Touch of Archery (AToA) luminaire, developed in close collaboration with Landini Associates for McDonalds to give the chain's restaurants a unique look. The luminaire has a special texture that was impossible to deliver with traditional manufacturing techniques. 3D printing with texture gave the desired result, combining sustainability with maximum design flexibility.

EuroShop 2023 visitors can find Signify at booth B40 in Hall 9. In line with Signify's sustainability goals, the booth is modular and uses reused and recycled materials where possible. Over 80% of the construction materials are intended for re-use.

This press release and images are available in the [Signify Newsroom](#).

### **For further information, please contact:**

#### **Corporate Communications**

Abigail Levene

Tel: +31 6 2939 3895

E-mail: [abigail.levene@signify.com](mailto:abigail.levene@signify.com)

#### **About Signify**

[Signify](#) (Euronext: LIGHT) is the world leader in lighting for professionals and consumers and lighting for the Internet of Things. Our [Philips](#) products, [Interact](#) connected lighting systems and data-enabled services, deliver business value and transform life in homes, buildings and public spaces. In 2022, we had sales of EUR 7.5 billion, approximately 35,000 employees and a presence in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We [achieved](#) carbon neutrality in our operations in 2020, have [been](#) in the [Dow Jones Sustainability World Index](#) since our IPO for six consecutive years and were named [Industry Leader](#) in [2017](#), [2018](#) and [2019](#). News from Signify is located at the [Newsroom](#), [Twitter](#), [LinkedIn](#) and [Instagram](#). Information for investors can be found on the [Investor Relations](#) page.

---

<sup>1</sup> on a mass balance base.