



Case Study

LEDs for EDEKA

Location
Philips Lighting

Glückstadt, Germany
Maxos LED NonLinear, LuxSpace LED, StyliD LED



PHILIPS



“Our company is committed to sustainability, quality and a particularly friendly shopping environment. We’re delighted that, with our new lighting in Glückstadt, we’re able to provide a highly contemporary shopping experience.”

Jan Frauen, Managing Director of EDEKA Frauen



Modern LED lighting for a perfect shopping experience



Project summary:

Client and project

EDEKA Frauen, Glückstadt, Germany

Project team

EDEKA Frauen, Jan Frauen, Peter Frauen, Dierk Frauen (Directors);
Philips Lighting, Irina Schmolinsky (lighting consultancy)

Lighting solutions

Maxos LED NonLinear; LuxSpace Accent Rose LED,
LuxSpace Accent Performance LED, StyliD Performance LED,
CoreView Panel LED, LuxSpace Compact LED

Results

- Goods lit elegantly using modern LED technology
- High energy efficiency and excellent colour reproduction
- Long service life of 50,000 hours

The client

With around 11,700 stores and an annual turnover of 44.8 billion euros (2012), the EDEKA Group is Germany's leading food retailer. Throughout the country, over 4,000 independent buyers and their teams work to provide a varied, high-quality range of goods in their outlets. One of these is EDEKA Frauen, which opened in Glückstadt in 1994.

The challenge

The EDEKA Frauen store in Glückstadt, Schleswig-Holstein, comprises 1,900 m² offering a complete range of around 28,000 food items and large sections for household products and toiletries. The family-led company takes its environmental responsibilities seriously and has high standards for their shopping experience. So the new lighting had to be particularly modern and energy efficient. By using positive, elegant lighting to present the products, the shoppers' experience would also be greatly enhanced. The proven Maxos LED trunking system was used to light the shelving space. However, the low false ceilings also needed to be considered, so they integrated a version of Maxos into the ceilings.

The solution

EDEKA Frauen's management fit out the entire store with modern LED lights. Maxos LED NonLinear, a single module version of the highly efficient Maxos system, was installed for the first time. Philips had just

developed it, and it was integrated directly into the ceiling. This succeeded in showing off all the benefits of Maxos and providing an inviting impression of the sales area. With the excellent colour saturation and the clean, vivid light, all the products and signs are easily identified. A variety of optics in the LED modules optimise the lighting everywhere in the store. For example, the aisles were ideally lit with double asymmetric optics. Other types of LEDs were installed to present the counters and produce sections in the best possible light. The LuxSpace Accent Rose LED was chosen for the sausage and meat counter. These feature particularly warm white light spectrum which does a fine job of showing off the red tones of the meat products.

The results

EDEKA Frauen was given an energy efficient lighting solution which will help improve sales. The bright, uniform light shed by Maxos NonLinear provides structure, security and a pleasantly active feeling of wellbeing. The positive shopping experience is rounded off by highlighting the displayed goods with light and colour. Director Jan Frauen is delighted. "All of our requirements have been fully met. Now our store is extremely inviting, and looks very high quality. Wherever you go, you get the impression that the products are fresh and of excellent quality. I'm really happy that these modern LEDs consume less energy while also saving on maintenance costs. They will last for up to 50,000 hours, which is absolutely great."



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Date of release: March 2014