



Case study

Jumbo Foodmarkt

Location
Philips Lighting

Breda, the Netherlands
ExactEffect, Maxos LED Industry, LuxSpace surface mounted,
StyliD Performance



PHILIPS



“We pulled out all the stops to invest the entire store approach with a sustainable character. In the area of lighting we again wanted the very best. The lighting had to be dynamic, atmospheric, subtle and low in energy consumption. We found the perfect lighting partner in Philips, in our opinion the most experienced, reliable and innovative party by a mile.”

Herman Beldman, manager technical format development Jumbo Supermarkets



LED luminaires from Philips create a dynamic and atmospheric experience in the Jumbo Foodmarkt Breda



Project info

Customer

Jumbo Supermarkets

Location

Breda, the Netherlands

Installer

Frimex Moordrecht

Philips products

ExactEffect, Maxos LED Industry, LuxSpace surface mounted, StyliD Performance

Philips account manager

Joost Flanagan

Philips lighting designers

Ruud Bagen, Wibeke Vandeveld-Pollé

Background

With the opening of the Jumbo Foodmarkt, adjacent to the NAC stadium in Breda, Jumbo has created a dream store. The 6,000 m² food market – with a daily staff complement of over 400 – carries 35,000 products, the most extensive assortment in the Netherlands. Cheese boards are prepared to order, there is a large chocolatier, bread is baked in an authentic brick oven and coffee is roasted in-store: shopping here is an absolute experience. In a culinary sense too. Along the outside walls, kitchens are accommodated where about 40 chefs prepare fresh seasonal Dutch, Italian and Asian meals based on the make it, take it, eat it principle.

The challenge

In compiling the assortment, the environment was consciously taken into account. So on the shelves of the fresh produce department you will find lots of sustainable, often local products. But Jumbo Foodmarkt takes this up a level, explains the manager for technical format development Herman Beldman. “We pulled out all the stops to invest the entire store approach with a sustainable character. In the area of lighting we again wanted the very best. The lighting had to be dynamic, atmospheric, subtle and low in energy consumption. We found the perfect lighting partner in Philips, in our opinion the most experienced, reliable and innovative party by a mile. The commission we presented did not beat about the bush: design a 100% LED solution.”

The solution

Philips’ lighting designers Ruud Bagen and Wibeke Vandeveld-Pollé took the message to heart and designed a splendid and at the same time unique lighting plan. Jumbo Foodmarkt is the first retail store in the world to sport ExactEffect LED spotlights. The spotlights hang from a grid of spotlight rails and present the fresh produce section with high-contrast atmospheric lighting that creates a dynamic shopping experience. The optimum light distribution and accents provided by the matching hanging lamps give the various kitchens their own identity. For the lighting of the groceries section an anti-dazzle LED lighting line was opted for that creates a clear and calm atmosphere.

Benefits

The 100% LED solutions in the Jumbo Foodmarkt deliver a number of major advantages, claims Beldman. “When compared to our ‘normal’ Jumbo stores we consume about 25% less electricity. The cost of maintenance and replacement is also significantly lower; ideal when you consider that many spotlights have been hung in places that are difficult to reach. Through employing the very latest solutions, we need fewer luminaires than ordinarily, although we’ve created an unsurpassed atmosphere. In Jumbo Foodmarkt the best of different worlds meet. Thanks to Philips’ LED lighting.”



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