



# Case study

# Venco Campus

Location  
Philips Lighting

Eersel, the Netherlands  
TTX LED Industry, SmartForm LED, GentleSpace, Pacific LED,  
Urban-Star with amongst others, ClearField, CitySpirit Street,  
DynaLite lighting control system



**PHILIPS**



“We are an innovative company and we want to promote that image in all areas, and that definitely applies to our lighting design. We have selected the most comprehensive LED lighting solutions for maximum effect. It looks great and the responses have been positive.”

Cor van de Ven, owner of Vencomatic



# Vencomatic chose LED lighting for their production area as part of a quickly implemented global plan



## Project info

### Client and location

Vencomatic – Venco Campus, Eersel

### Architect

Van Lierop Cuyper Spierings Architecten, Westerhoven

### Installer

Lomans

### Technical advisor

P&H Construction & Real-Estate Consultants

### Philips products

TTX LED Industry, SmartForm LED, GentleSpace, Pacific LED, LuxSpace structure, eW Downlight Powercore, UrbanStar with amongst others ClearField, Gondola LED, DynaLite lighting control system

### Philips account managers

John Muijen, Ronald Vermeulen

### Philips lighting designers

Sjef van Eggelen (indoor), Cor Schreurs (outdoor)

## Background

The new Vencomatic building in Eersel is remarkable for its size (30,000 square metres) and its unique egg shape. This gives an indication of the core business of the company: development, production and sale of poultry systems. Most importantly, the Venco Campus is the height of sustainability, innovation and flexibility. This sustainable, energy-neutral building was also looking for innovative lighting solutions.

## The challenge

Energy-efficient LED lighting is starting to be used in the industry. Vencomatic is fitting LED lighting in all of the barn buildings that it produces for the poultry industry. "It was therefore logical to start using LEDs in our own company," says Cor van de Ven, owner of Vencomatic. "We are an innovative company and that needs to be visible in everything we do, especially in our lighting. Above all we believe that LEDs add to sustainable living." There has been a conscious decision to fit the whole complex with LED lighting: offices, production spaces, warehouses and outside spaces. Philips Lighting was able to complete the entire plan within a short timescale and at the last minute they were able to add in some of the very latest innovations.

## The solution

The Venco Campus now features a range of LED solutions. For the production spaces and warehouses a TTX LED Industry

lighting system has been chosen, the latest type of lighting line for industrial and production spaces. This provides a bright and pleasant light; ideal conditions for production line assembly for the poultry industry. In the office spaces, a slightly warmer light has been chosen. The DynaLite lighting control system ensures that the light is automatically dimmed whenever the offices are empty. This ensures that the lighting is used efficiently. In the showroom, GentleSpace shines a bright light on the innovative installations. The outside is lit by CitySpirit Street and UrbanStar, where 6 UrbanStars are equipped with a ClearField light source. The soft, red light from ClearField doesn't scare the local bats away, while offering people functional, energy-efficient lighting. The footpaths are more noticeable thanks to the Vivara LED and Ilti Luce fixtures.

## Benefits

According to technical advisor John Theunissen from P&H Construction & Real-Estate Consultants, the Venco Campus is now an example of innovative, energy-efficient lighting. "It will lead to savings of 40% on the costs of lighting and maintenance." Owner Cor van de Ven is very satisfied with the results: "As a company, we need to set an example and so we opted for the most comprehensive LED solutions for the maximum effect. It looks great and so far we have only had positive reactions."



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