

**PHILIPS**

Retail lighting

Bakkerij Voncken

**Case Study**

# Making stomachs rumble with light

**Significantly boosting sales with  
MASTERColour CDM Warm**

**“**The difference in lighting was incredible. It was a sea of light. So bright and sparkling. Our bread and cakes look fantastic, as does the interior. These lamps bring out the best in what we sell.”

Frans Voncken, Owner, Voncken bakeries





## Background

Voncken Bakery is a flourishing enterprise. In the last 19 years, it has grown from a single store to a 14 outlets employing over 120 people. When it came to refurbishing one of its recently acquired stores, the company wanted to see if modern lighting could add new flavor to the interior.

## Solution

Creating an appetizing ambience was important to Voncken. After acquiring four stores from a competitor, the company needed to give them a look and feel consistent with existing outlets. "In 2010 we refurbished one of these new shops in Heerlen together with Emond interior designers," said owner Frans Voncken. "We have our own clear housestyle; we want people to know right away they are in one of our shops. We managed to do that in Heerlen, but the SDW-TG lamps there started losing their effect over time."

When it came to refurbishing the new store in Landgraaf in early 2012, Edmont suggested a new kind of lighting: the Philips MASTERColour CDM Warm lamps. "We make the lighting plans and supply the lighting solutions for Emond," says Richard van Plaggenhoef of Powerlight.

CDM Warm lamps were added to the seating areas, along with the counter and shelves where food is on display. "These lamps definitely emphasize the red and brown tints. I've seen other lamps that make apples too green and bread too brown and it doesn't look natural anymore", said Frans Vocken. "And over time the effect only became more exaggerated. With these Philips lamps it's different; the bread looks golden brown and very appealing. When we make a fruit cake with a gelatin coating you can almost see your reflection in it. You really notice the colors in the fruit. I've never seen that before with other lamps."

In the three months since the lights were installed, the bakery's sales have risen by 25% - a far greater increase than usual. What's more, the low energy requirements of CDM Warm will generate significant savings.

**“ We considered the CDM Warm as an excellent alternative to SDW-TG. It is better in terms of lifetime and lumen maintenance, as well as the amount and quality of light. With its low color temperature of 2500K, it also gives a very warm ambience.”**

**Frans Voncken, Owner, Voncken bakeries**



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