



**PHILIPS**

Retail lighting

Marks & Spencer

Case Study

# A sustainable store that's light years ahead

Marks & Spencer is leading the way in sustainability, with **MASTERColour CDM Evolution**

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Alan Chisholm, Engineering Manager, Marks & Spencer





### Background

Marks & Spencer in Cheshire Oaks is a masterpiece of modern retail. Spanning 15,000 square feet, it is the largest shop the chain has ever built, and one of the world's largest sustainable stores. But could a cutting-edge lighting upgrade help the store please customers while staying green?

### Solution

M&S has always been a lover of light. It has a policy of using the best illumination technology available, and its stores are typically equipped with Philips CDM Elite lamps. But in order to drive greater efficiency, new options were considered for the Cheshire Oaks store. M&S Engineering Manager Alan Chisholm explained: "We are constantly evaluating our lighting designs with a view to getting more lumens for the same energy, so we can reduce the lighting load without compromising on the quality of the lighting."

"We also aim to get the best color rendering we can, so that our customers have an accurate perception of the products before they leave the store. This is particularly important with clothing and helps to reduce returns. It's all about using the best quality products currently available on the market," he added. Working with lighting designers LAPD, M&S decided to trial the new MASTERColour CDM Evolution 20W.

The installation was a sensation in the store. The light from CDM Evolution, which is perfect for retail due to its color rendering index of 90, makes clothes look instantly appealing. Whites sparkle while colors look crisp and vibrant. In addition, the new lamps have delivered a 10% energy saving on display lighting. Following the success of the project, M&S is considering using the technology in more of its stores.

The store later received a BREEAM 'Excellent' rating for sustainability - a shining example of the difference innovative lighting can make.

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