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Retail lighting

Thalia

Case Study

Putting literature in the spotlight

A perfect atmosphere for browsing books at Thalia with MASTERColour CDM Evolution

" Our light project has had a positive effect. Since the exchange we save 50% on the energy consumption of lighting. In addition, the quality of light and the color reproduction in the stores is brilliant."

Dirk Schmidt, Head of Facilities Management Douglas Real Estate

Background

The Thalia group is a legendary retailer of literature. With 120 branches and a number of successful online stores, the group is bringing great books to the German-speaking world. Wanting to reduce energy costs without sacrificing light level in its stores, Thalia needed some innovative illumination.

Solution

As a highly-successful book retailer, Thalia understands the importance of illumination. The chain prides itself on delivering an experience-oriented environment where it is enjoyable to browse, read and buy books. Therefore, it was important to find a new lighting system that could not only reduce energy usage by 50%, but also create the right atmosphere in stores.

To replace the previous MASTERColour CDM- T / -TC 70W lamps, the new MASTERColour CDM Evolution 35W was installed across all 120 stores. This ground-breaking lamp uses half the amount of electricity, but has a similar light output. The light produced by the lamps, which has an optimized color rendering index of 90, brings out the color of merchandise brilliantly.

To ensure the lamps always work effectively, the previous electronic ballasts were replaced with the high-end PrimaVision Compact driver. This low-weight, easy-install equipment prevents voltage-dependent color variations of the lamps, and it ensures consistent light without visible flickering. The lighting upgrade project, complete with help from LICHT Zentrale, was a total success. The in-store ambience was preserved perfectly, and Thalia has begun a new chapter as an energy-efficient retailer.

MASTERColour CDM Evolution creates a comfortable, modern atmosphere while using 50% less energy. What's more, the new lamps have a lifetime of 20, 000 hours, meaning they will last for years to come.

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