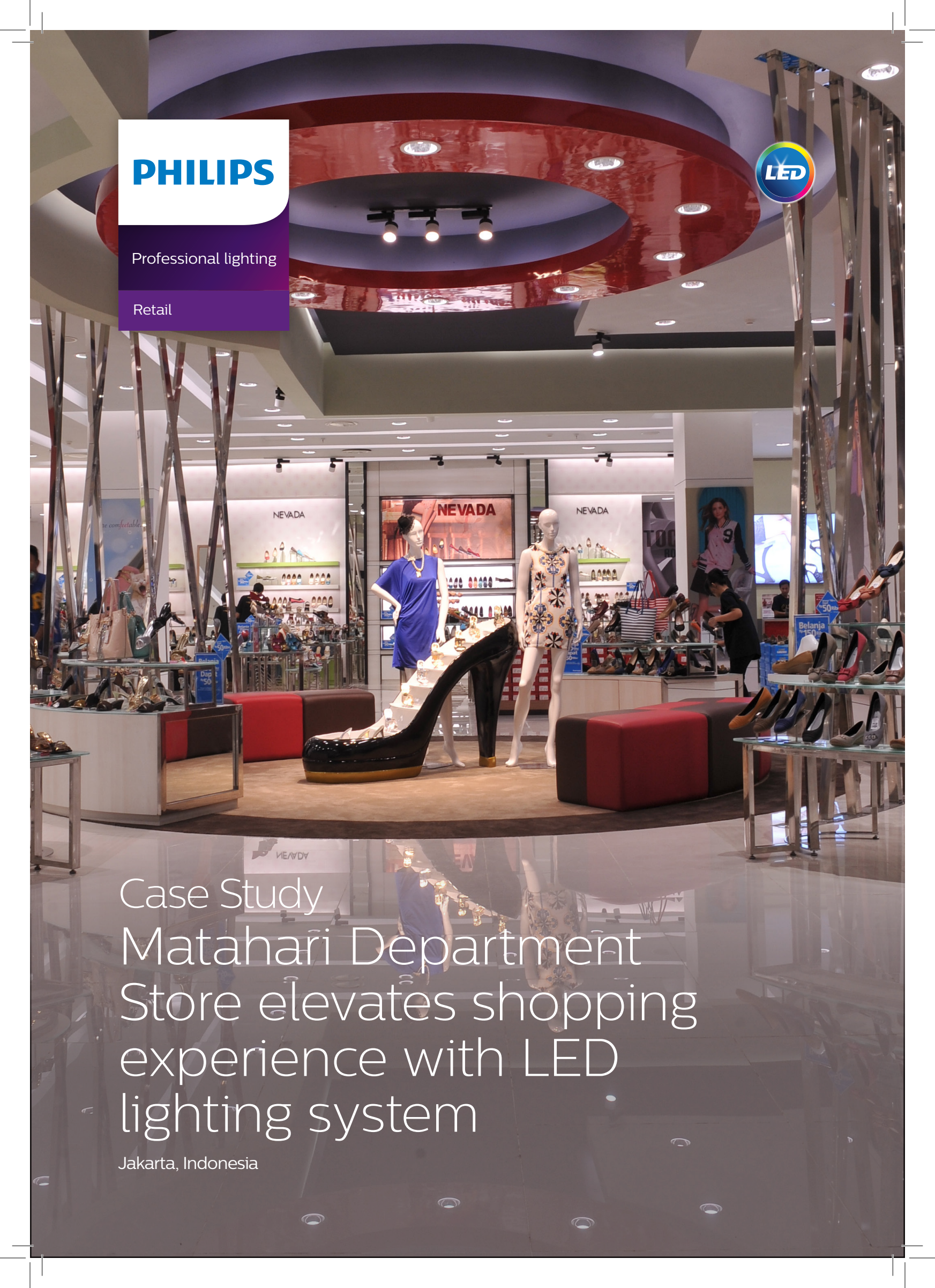




PHILIPS

Professional lighting

Retail



Case Study
Matahari Department
Store elevates shopping
experience with LED
lighting system

Jakarta, Indonesia

Client
Matahari Department Store

Location
Jakarta, Indonesia

Philips products
GreenSpace G3
GreenAccent G2
Master LEDtube
FlexAccent
SmartBright LED Batten G2



Background

Since the launch of its first store in 1958, Matahari Department Store has grown to become a leading department store in Indonesia, with stores located in key cities across the country. The store caters to the needs of middle- to high-end customers who are into the latest trends and styles in fashion. Matahari Department Store perfectly addresses its shoppers' needs by offering a diverse collection of chic, high-quality and affordable merchandise, housed in its modern and well-designed stores.



“ Philips LED lighting offers better lighting design and color consistency, allowing us to enhance the atmosphere of our store while letting us **enjoy significant energy savings.**”

Mr. Irwin Abuthan
Director, Real Estate and Store Planning
Matahari Department Store



The Project

Matahari Department Store wanted to first improve the lighting conditions of its flagship store in Jakarta. “Lighting plays an important role in this line of business,” explains Irwin Abuthan, director of real estate and store planning at Matahari Department Store. “A good lighting design helps create a better mood, not only for our staff, but more importantly for our shoppers. With good lighting, a store can bring a more relaxed shopping experience to customers.”

Matahari Department Store partnered with Philips for an upgrade of its lighting system. Besides enhancing the ambiance, the store sought to highlight its concept design and featured merchandise with the best suited range of lighting. On top of that, Matahari Department Store wanted to reduce its electricity costs by upgrading to more energy-efficient lighting solutions.

Philips was commissioned to replace the existing lighting fixtures at the 19,000-sqm Matahari Department Store in Jakarta. For this project, Philips recommended using the GreenSpace G3, GreenAccent G2, Master LEDtube, FlexAccent and SmartBright LED Batten G2 lighting solutions to meet the store’s need for an energy-efficient yet elegantly designed lighting system.

To create perfectly uniform light levels across the store, about 28,104 Master LEDtubes were installed, which improved the lighting conditions all over the department store by bringing enhanced light quality through an optimized beam. Compared to using conventional standard fluorescent tubes, these LEDtubes provide higher quality of light and good color representation that can be enjoyed for a long time with its extra long and reliable lifespan. As the LEDtubes do not require re-wiring, installing these retrofit tubes was a breeze, ensuring safe and hassle-free installation.

For store accent lighting, about 8,649 SmartBright LED Batten G2 were used to light up the coves and shelves of the store, giving an illumination boost with their perfect continuous light effect. To highlight the store’s concept design and entice shoppers to check out merchandises on display, about 5,856 units of GreenSpace Gen3 were installed as downlight systems, featuring a lightweight design that enabled easy installation and has a long lifetime of up to 50,000 hours to bring substantial energy savings. As spotlight, the Philips team installed about 52,783 units of GreenAccent G2 and FlexAccent combined, which packs system efficacy of 75lm/W, allowing Matahari Department Store to save further on energy consumption.



Benefits

With a new lighting system using Philips LED lighting solutions, customers of the Matahari Department Store are now able to shop at ease and greater comfort.

“Our aim is to have lighting that will encourage shoppers to explore and look around for their desired items without difficulty. Installing Philips LED lighting allowed us to achieve this goal, and more importantly enabled us to give our customers a more relaxed shopping ambiance,” shares Abuthan.

With good lighting provided by Philips, Matahari Department Store has also created a better work atmosphere for its employees. “Our employees are able to work better and more efficiently. They have become more energetic as the new lighting uplifts their mood,” adds Abuthan.

More importantly, Matahari Department Store is able to save on electricity costs as the Philips LED lighting

solutions offer significant energy savings. Using Master LEDtubes, for instance, allowed Matahari Department Store to achieve energy savings of over 55 percent compared to using fluorescent lights. This long lifetime also helped increase replacement cycle, which in turn reduced maintenance costs. Using SmartBright LED Batten G2, meanwhile, allowed the department store to save up to 50 percent on power consumption, compared to a T5 Essential Batten. Furthermore, using EcoAccent provided up to 30 percent energy savings.

In addition, Matahari Department Store gets to enhance its brand image to compete better in the world of retail.

“Our new lighting system gives us an edge to get ahead in the competitive world of retail. Our store shines more brightly now than ever before, allowing us to attract more shoppers and bring them an elevated shopping experience,” concludes Abuthan.





