



## Case Study Sinar Mas Land Plaza

Location  
Philips Lighting

BSD City, Tangerang, Indonesia  
LuxSpace, DayZone, eW Cove MX Powercore, Sereno TBS869



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**PHILIPS**

# Real estate developer reinforces commitment to sustainability with green lighting



## Fast facts

### Client

Sinarmas Land, Tbk

### Project

Sinar Mas Land Plaza

### Location

BSD City, Tangerang, Indonesia

### Project manager

Monika Frederika, Specifier Account Manager, LiAS  
Hermanto Ruslim, Area Sales Manager,  
Professional Channel, Philips Indonesia

### Philips solution

LuxSpace, DayZone, eW Cove MX Powercore,  
Serenio TBS869

“Sinarmas sees Philips as a company that continues to evolve. Its technologies, particularly its green lighting solutions, continue to lead and make the world a better place to live in. We are proud to be partners with a company that shares the same commitment to sustainability as we do.”

Janti Susanto, Technical Resources Management & Control Procurement, Sinarmas Land, Tbk

## Background

Sinarmas Land Tbk is a subsidiary of Sinarmas Group, a company engaged in financial services, pulp and paper, agriculture and property. The real estate developer has been a public company since 1994. With around 5,000 employees, the company has established a solid business line in the areas of property management, contracting/consultancy, commercial establishment and housing development.

## The Challenge

The building will serve as Sinarmas Group’s office headquarters. Sinarmas Land wanted the building to reflect the Group’s corporate and brand image as a socially responsible and sustainable organization. In keeping with this commitment, Sinarmas Land wanted to make sure that the building will comply with the green building standards of BCA Green Mark, a benchmarking scheme by the Building and Construction Authority (BCA), to promote environmental awareness in the construction and real estate sectors. In compliance with this initiative, Sinarmas Land aims to practice eco-friendly solutions through sustainable lighting for the Sinarmas Group building.

## The Solution

Sinarmas wanted to have an iconic building that simply stands out as a ‘green office’. Sinarmas has been adopting this concept for years now and has already won several awards for erecting eco-friendly edifices, such as the BSD Green Office Park Award at the International Property Awards Asia Pacific 2012 for Office Development.

To ensure that it stays true to this ‘green office’ concept, it was imperative for Sinarmas that the entire Sinarmas Group office building adopts the best selection of products and brands that share its concept of energy efficiency, including lighting products.

“Philips’ excellence in lighting technology made it easier for us to choose them. They offer exceptional application of the concept of green lighting compared with other lighting solution providers,” says Janti Susanto, business unit head of technical resources management and central procurement of Sinarmas Land, Tbk.

As every product in the Sinarmas Group building had to meet green building standards, Philips selected its most energy-efficient lighting solutions that meet Sinarmas Group’s green building goal.

“Sinarmas wanted the building to be as ‘green’ as possible and at the same time, spend its budget efficiently. Therefore we offered a lighting solution which combined both LED and non-LED products, carefully selected for each building space in the best proportion to meet their goal.” explains Monika Frederika, Specifier Account Manager - LiAS, Philips Professional Channel.



## Benefits

Philips’ recommended lighting solution allowed Sinarmas to achieve its green building goals of saving energy while providing high lux level and minimum light points. In addition, it provided good quality products and services that offered longer lifetime and warranty.

Sinarmas was able to achieve 30 to 40 percent in energy savings compared to using TLD with electromagnetic ballast. On top of that, Sinarmas achieved 30 percent higher lux level compared to the old lux level of its old office building.

“Apart from the energy savings, the high performance of Philips products and their LiAire lighting worked well after installation,” adds Janti Susanto.

Offering complete lighting solutions that include good lighting design and high-quality product range at competitive prices, combined with excellent after-sales services, Philips provided the best lighting solution that meet its customers’ requirements and needs.

