



“We wanted a crisper, brighter lighting scheme to enhance the array of multi-colored products that we sell, creating a happier environment for our customers to shop in. We also considered energy efficiency and wanted to reduce post installation maintenance costs.”

Michael Haasbroek, General Manager of Store Development at Al-Futtaim Group



Case Study

ACE Hardware

Location | Dubai, United Arab Emirates
Philips Lighting | LED & Controls





Project info

Customer
Al-Futtaim Group

Location
Sheikh Zayed Road - Dubai, UAE

Luminaires and Controls
MPK450

Light sources
210W CDMT Elite Medium Wattage and high performance electronic gear



Background

ACE Hardware is a home and garden centre, with several branches across the UAE and Bahrain. As part of the Al-Futtaim Group, entrepreneurship and rigorous customer focus has enabled the business to grow by responding to the changing needs of the customers and societies in which it operates. Its success can be attributed to proactively managing change, whilst upholding the values of integrity, service and social responsibility.

ACE Hardware was using lighting that didn't best complement the retailer's space. The existing installations in the stores were not compliant with the company's vision in providing excellent customer service and acting sustainably, and made it difficult for customers to see the true colours and quality of its products.

The Challenge

"At ACE Hardware, we're known for our customer service and in-store experience, however the lighting we were using in our existing stores was out-dated and didn't show the store at its full potential," said Michael Haasbroek, General Manager of Store Development at Al-Futtaim Group. "The value of good functional lighting is often overlooked when it comes to store design, but to us, it's important that our stores are, quite literally, shown in the best possible light."

With updated lighting design, using some of the latest technology available, ACE Hardware would also be far more energy efficient, resulting in considerable savings. The design also accentuated packaging and merchandise, allowing customers to make a clearer, more informed decisions about the products they purchase.

The Solution

"Adapting the latest innovations that enable us to save energy is integral to our business, and making a small change from conventional lighting to Compact Metal Halide Medium wattage technology, has made a significant impact in lessening our energy output and the store looks more inviting" added Michael Haasbroek, General Manager of Store Development at Al-Futtaim Group.

The execution of the project was seamless, with the Philips team carefully studying the lighting design at the Festival City branch to ensure the look and feel of the lighting at the Sheikh Zayed Road branch would be consistent with the brand's image. "We wanted lighting that was crisper and brighter, whilst also being energy efficient and keeping maintenance to a minimum," said Michael Haasbroek, General Manager of Store Development at Al-Futtaim Group.

Philips worked very closely with the contractor on site, providing all technical details for a smooth execution. As well as in-store solutions, Philips also designed the back-of-house and office areas on the theme of health & wellbeing with energy efficient lighting.

The Benefits

The Philips team designed a lighting concept using the most innovative lighting solutions. The project comprised of Compact Metal Halide Medium wattage technology, that not only gave a crisper, brighter and better high colour rendering light, but also saved more than 30% on the electricity load, compared to their previous solution.

The Sheikh Zayed Road store's new lighting concept resulted in a more inviting, customer-friendly store. The concept was well received by Ace's Operational Team with positive feedback from customers. Al Futtaim Store Development selected Philips to collaborate on all their future stores with regards to lighting solutions for the ACE Hardware Brand. To date, ACE Yas Island, ACE Sharjah and Home Zone in Bahrain have also successfully implemented the new lighting concept.



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