



Enhanced lighting. Driving profit.

Philips Grocery Lighting

PHILIPS

Philips brings innovation leadership, lighting expertise and energy efficiency... right to your supermarket

Who is Philips?

Philips Lighting is one of the world's largest and technologically advanced providers of light solutions. Through our recognized expertise in the development, manufacture and application of meaningful lighting solutions, we have pioneered many key breakthroughs in lighting over the past 100 years.

We're proud to be a global leader in sustainability, too—we strive toward the ideal of meeting the needs of the present generation without compromising the ability of future generations to meet their own needs.

Today, Philips is enabling new and more efficient uses of light that can transform our world both visually and practically.

The Philips Lighting difference

- **People focused.** We begin by observing and listening to people so that we can address their needs and aspirations.
- **Partners in innovation.** Great partnerships encourage great results. With our collective passion, expertise, depth and reach, we open up new possibilities powered by advanced technology.
- **Meaningful solutions.** Together we create meaningful and valuable solutions that simplify and enhance the quality, use and experience of light.

The Philips family of lighting products delivers complete grocery lighting solutions—from components and modules, to lamps, luminaires, and integrated systems—bringing you the utmost in quality, simplicity and innovations. At Philips, we are committed to raising your expectations by consistently providing solutions that expand your possibilities.



Driving profit, savings and simplicity

Maximizing assets and reducing costs

Setting the scene

Operational simplicity



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Inspire your



customers



Supermarkets need to create a relaxing ambience so that customers feel at ease inside the store. Because the longer they linger in the aisles looking for the right grocery item, the more likely they will be to purchase more.

Understanding your needs

With strong competition in the retail sector, supermarkets must inspire customers with a good shopping experience to make sure they return. The appearance of the food makes a big statement about your brand, and depends very much on the lighting. But one solution doesn't fit all, and each area within the store has specific needs in terms of lighting.

Brightly lit displays may attract shoppers, but too much light, or the wrong type of light, can cause fresh produce to become discolored, and perfectly good food could be rejected because it no longer looks fresh. And it is not just fresh produce that is affected in this way. Bread, cakes, cheese and more can also discolor under the influence of incorrect display lighting.

Put your customer into a buying mood. As every retailer knows, a store's success depends on projecting the right image. Lighting can play a major role in helping you to do this by creating an environment that puts your customers in a buying mood and shows off your merchandise to its best effect. Supermarkets need to create a relaxing ambience so that customers feel at ease inside the store, and linger longer. The more they linger, the more likely they will be to add impulse purchases that might not otherwise have ended up in their basket.

Consider lighting solutions that can enhance each of the unique departments in your store and bring your brand to life. Philips advanced lighting technologies can provide energy saving solutions that bring out the best in products on display—even in demanding situations like freezers, coolers and fresh food areas—and bring your customers back time after time.

Realize your potential

Driving profit, savings and simplicity. It's not hard to make a bottom-line case for better lighting. Grocers can cut overhead and operating costs, while setting the scene for more enjoyable shopping experiences, thanks to better lighting systems.

Maximizing assets and reducing costs to drive profit

*"Refrigeration and lighting account for over 50 percent of total energy use in the average supermarket, making these systems the best places to start looking for energy efficiency opportunities."*¹⁾

Because you operate seven days a week, even small gains in efficiency can lead to big cost reductions. Replacing outdated lighting systems with more efficient, environmentally-friendly solutions will reduce energy consumption and maintenance requirements. High efficacy, long life lamps can extend the time between lamp change-outs, saving on lamp disposal and shopper interruptions. While lower wattage lamps reduce energy consumed and can quickly provide pay back through lower utility bills, using fewer lamp types and standardized wattages can reduce complexity and make maintenance more manageable too. It can all add up to a higher market share and an improved bottom line.

And changing energy mandates, legislation standards, environmental regulations and sustainability goals require an understanding of how to maximize your overall assets. More sustainable lighting solutions that reduce your environmental impact can build a positive brand image and a positive attitude among customers, while saving dollars on energy use. Philips lighting products offer some of the highest efficacies and efficiencies of any available today.

Setting the scene for a successful shopping experience

Helping shoppers find the items they need encourages them to browse longer and purchase more.

The use of the right lighting solutions can engage your customers and enrich their surroundings, elevating their moods and setting the scene for an enjoyable shopping experience. The way each

department is illuminated signals to shoppers what they can expect. Your customers get cues from the physical appearance of the supermarket's exterior and interior, and develop expectations based on those cues. Attention to detail should be consistent not only in one area, but across all departments.

Good lighting design communicates 'you are welcome' and can direct shoppers to special 'must have' displays. It has a critical effect on the color of fresh produce and can make fresh food look fresher, and specialty items more alluring. The checkout needs to be a well-lit, shadow free area, where the cashier can clearly see product pricing information, and the customer can check their bills.

Philips Lighting can take supermarket lighting to a new level. You can set the right scene in each area to enhance displays, save precious energy by using less light when there is more natural daylight, or use smart controls to help control costs without compromising the customer experience.

The right lighting design should support your strategy—and bring your brand to life. Philips can support your unique brand image to strengthen your supermarket's identity and allow for consistency and replication across locations.



¹⁾ "Energy Use in Supermarkets" http://www.energystar.gov/ia/business/challenge/learn_more/Supermarket.pdf; July 2012.

Operational simplicity

At Philips we are dedicated to building a shared vision with our customers and translating this into a day-to-day cooperation based on trust and coordinated support in marketing, sales and supply performance.

Service simplicity through one point of contact.

Philips provides one common point of contact for our lamps, ballasts, luminaires and controls systems. Your Philips National Account Team is your personal key to Philips. With just one point of contact, your customer-centric National Account Team will provide the support you require to meet your business objectives, including customer service, warranty, product details, shipping, marketing and sales.

- A segment-based approach can help assess specific customer needs and define new insights that fuel our innovation process, helping to bring the ideal new products to the market
- Whether you need on-site 'try-before-you-buy' testing, energy audits, product demonstrations, an upgrade program or extensive technical and application assistance, your team can make a lighting transition simple and cost effective
- Through our alliances with key distributors, your team can create a plan designed around your unique business needs—and provide on-time deliveries, rollouts to multiple sites, shipping and fill rate management, and speed to revenue production

You can see your solutions come to life at our Lighting Application Center where we host demonstrations and workshops. Customers can interact with light and color, and acquaint themselves with the latest in grocery lighting technologies.

Always in touch

Our 24/7 support simplifies the customer care experience, before, during and after purchase, to solve your product issues and concerns.

- Technical support
- Warranty support
- Troubleshooting support
- Service support
- Maintenance contracts



- Obligation-free lighting energy audit
- Retrofit lighting design plan for your complete grocery
- Selection of our most optimal energy saving products
- Programs for disposal/recycling of your obsolete lighting systems
- Rebate guidance

Online convenience

Philips offers a host of online capabilities designed to support our users' interests in convenience and simplicity.

- Product replacement requests
- Product-related materials
- Product cross-reference tool
- Ballast training
- Locating a Philips Lighting distributor
- Notification of product changes
- FAQs

So whether you are a global entity or a regional independent, we deliver a simpler way of working to help you achieve your goals.



HENRY'S FRESH PRODUCE



APPLES 1.49
PEACHES 4.99
PLUMS 1.49
GRAPES 99¢
GRAPES 99¢
BROCCOLI 69¢





Produce and bakery lighting

If food looks good, it will taste good too. Good lighting emphasizes the natural appearance and color of produce and baked goods. And, as one of the largest profit generators in the supermarket, it is important to show them in the best possible light. Track or directional lighting is used to accent food and highlight its freshness. Philips LED lighting solutions provide higher contrast over ambient light, and can allow for significant energy savings with a longer service life as compared to standard incandescent or HID lighting. Additionally, the cool light beam in LEDs reduce heat and UV directed at the fruits and vegetables, which can help keep them fresh longer and reduce spoilage.

Spot and accent lighting for contrast and highlight



Philips PAR38 Dimmable LED Lamps have enhanced performance to provide more light where you need it.

- Provides contrast and depth
- Will not fade colors
- Avoids inventory spoilage
- ENERGY STAR® certified



Philips SpotLED Spotlight Luminaire puts extra attention on your high margin merchandise.

- Available in 600, 1000, and 2000 lumen packages
- Up to 2000 lumens
- ENERGY STAR® certified
- 5-year limited warranty





Reach-in freezer and cooler lighting

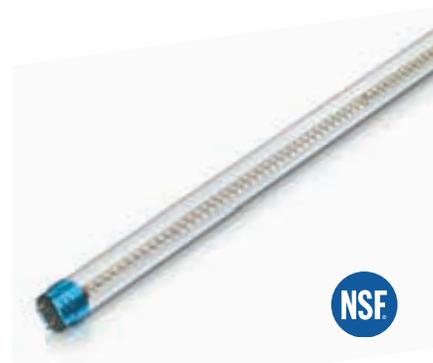
LED solutions for refrigeration go far beyond improving energy efficiency. By minimizing dark spots and glare, Philips LED modules maximize light uniformity in refrigeration cases and improve product visibility. Moreover, they lower refrigeration costs by using less energy than fluorescent systems and reducing the load to the refrigeration system. Philips LED solutions can bring merchandising efforts to life and enhance the appeal of the food inside while providing a more comfortable ambience for shoppers.

Vertical and horizontal LED illumination maximize light uniformity



Philips Affinium LED Cooler Modules provide optimum light uniformity for horizontal and vertical applications.

- Small, unobtrusive light source
- Reduced dark spots and glare
- Virtually no UV reduces food degradation



Philips LED SA Series Lamps are an ideal LED retrofit for multi-deck cooler cabinets.

- Easy-to-retrofit built-in driver makes it easy for retailers to embrace and benefit from sustainability
- Enhanced light uniformity in horizontal applications



Philips InteGrade LED Engine System provides compact linear LED shelf lighting for maximum freedom of design.

- Enables seamless light lines with uniform light distribution
- Modular design enables any length modules; for easy integration
- Can replace less efficient fluorescent systems





Walk-in freezer and cooler lighting

Reducing the cooling load of freezers can lead to big financial gains. Philips LED lighting for refrigeration cases is a greener, energy efficient way to improve product visibility and lower energy costs. Our systems provide bright, more uniform illumination while reducing glare. And, because they generate less heat than standard fluorescent systems, you use less electricity.

Bright, uniform illumination enhances visibility



Philips LED T8 Specifier Series Lamps are an energy saving replacement to existing linear fluorescents.

- 100% light output down to 22°F (-30°C)
- High light levels in cold environment provide uniform illumination and improved product visibility
- Versatile and vibration resistant
- 4-year limited warranty



Philips Vaporlume Protected LED Fixture is a wet location listed luminaire and ideal deal for food prep areas and walk-in freezers/coolers.

- High efficiency LED luminaire has a 50,000 hour rated life
- Full light output in cold environments
- IP65 rating standard, IP67 available
- NSF certified for non-food zone installations
- 5-year limited warranty





General and aisle lighting

Good aisle lighting is essential to guide customers through your store and help them feel comfortable.

A good light design can put shoppers in the buying mood, encourage impulse purchases, speed check out, and still keep your energy bill low. Philips low energy, low mercury, long life Fluorescent and LED lighting can help maximize efficiency and reduce maintenance costs, while keeping your market bright and energetic.

Vertical illumination delivers bright, ambient lighting



Philips Energy Advantage T8 Fluorescent Lamps and Optanium High-Efficiency Ballasts optimize lighting performance and long life.

- Extend relamping cycle for reduced maintenance and disposal costs
- Low mercury, only 1.7mg of mercury per lamp
- Maximize energy savings



Philips High Efficient Fluorescent Fixtures illuminates ceiling plane to enhance shopper experience.

- Volumetric lighting on both vertical and horizontal surfaces
- Perfect for retrofit applications and new construction



Philips LED T8 Specifier Series Lamps are an energy saving replacement to existing linear fluorescents.

- 100% light output down to 22°F (-30°C)
- High light levels in cold environment provide uniform illumination and improved product visibility
- Versatile and vibration resistant
- 4-year limited warranty



Philips LED 2x2 and 2x4 Luminaires are a perfect balance of aesthetics and performance.

- Delivers great energy savings and long life
- 50,000 rated average life
- 5-year limited warranty





Outdoor and parking lot lighting

First impressions count. A well illuminated parking lot attracts and invites customers with a bright, welcoming ambience. Philips white light lamps and luminaires provide the right levels of light and improved visibility to help make your parking lot feel more secure. Using energy efficient light sources for outdoor parking areas can reduce maintenance and energy costs while helping to increase customer traffic. And that's great for the top and bottom line.

Uniform, general lighting provides an inviting approach



Philips Energy Advantage CDM Lamps with AllStart Technology is a high-efficiency enclosed E-rated CDM lighting solution.

- Direct retrofit lamp for both probe and pulse start magnetic 175W, 250W, 320W, 400W and 1000W ballasts¹
- A true universal burning operation that does not affect lamp life²

1) 145W CDM with AllStart Technology (AST) having 11,020 mean lumens compared to Philips 175W QMH having 9,100 mean lumens; 205W CDM with AST having 15,600 mean lumens compared to Philips 250W QMH having 13,500 mean lumens; 260W CDM with AST having 21,600 mean lumens compared to 320W QMH having 21,000 mean lumens; 330W CDM with AST having 26,400 mean lumens compared to Philips 400W QMH having 25,350 mean lumens; 830W CDM with AST having 62,400 mean lumens compared to Philips 1000W QMH having 71,500 mean lumens.

2) Lamp life is not affected by orientation. 830W CDM with AllStart Technology (AST) is rated for base-up burning only.



Philips QLW Wall Pack

Philips QLA Area Light

Philips LED Area Lighting and LED Wall Pack bring together aesthetics, efficiency and economics.

- QLW Wall Pack (QLW 16G1-700 NW) saves 28% in energy costs vs a 70W HID wall pack system³
- QLA Area Light (QLA160G1-350 NW) saves 61% in energy costs vs a 400W area luminaire HID system⁴
- Features an accurate control of the light source, without glare, and with full cutoff optics

3) When comparing this QLW 16G1-700 NW LED system operating at 68W vs a 70W HID lamp operating at 95 system watts.

4) When comparing this QLA160G1-350 NW LED system operating at 181W vs a 400W HID lamp operating at 460 system watts.





Gas station and under canopy lighting

Attract and welcome drivers. Gas station operators are under constant pressure to lower operating costs. Philips energy saving solutions for under canopy lighting deliver illumination where and when it is needed, and can help increase comfort and the visual experience, while fueling added profits.

Bright, general lighting attracts and welcomes drivers



Philips Energy Advantage 260W and 330W CDM Lamps with AllStart Technology is a high-efficiency enclosed E-rated CDM lighting solution.

- Direct retrofit lamps for both probe and pulse start magnetic 175W, 320W and 400W ballasts¹
- A true universal burning operation that does not affect lamp life¹

1) 145W CDM with AllStart Technology (AST) having 11,020 mean lumens compared to Philips 175W QMH having 9,100 mean lumens; 205W CDM with AST having 15,600 mean lumens compared to Philips 250W QMH having 13,500 mean lumens; 260W CDM with AST having 21,600 mean lumens compared to 320W QMH having 21,000 mean lumens; 330W CDM with AST having 26,400 mean lumens compared to Philips 400W QMH having 25,350 mean lumens.

2) Lamp life is not affected by orientation. 830W CDM with AllStart Technology (AST) is rated for base-up burning only.



Philips Mini 300 LED Generation-2 delivers powerful and attractive energy efficient LED illumination where and when it is needed.

- Designed to attract and welcome drivers
- Low energy luminaire fueling added profits
- Mini 300 109W system (M3L-48G2-700-CW) saves 76% in energy costs vs a 400W canopy luminaire system³

3) When comparing this M3L-48G2-700-CW LED system operating at 109W vs a 400W HID lamp operating at 460 system watts.

Why Philips?

Choose the world's leading lighting company

One partner, many solutions

We are committed to working together with you to create effective and efficient environments. Whether you're planning an entirely new lighting design or just need an audit of your existing property, Philips will work with you to create a solution that is tailored to your unique needs.

Only Philips delivers a full portfolio of solutions, providing our customers the luxury and the flexibility that comes with choice, and the confidence that comes from partnering with an industry innovator.

Philips is committed to being your partner in innovation because we know that great partnerships encourage great results—and together we can create meaningful and valuable solutions that enhance the quality, use and experience of light.



Supermarket innovation

For more than 100 years Philips has been offering products suited to enhancing the grocery environment—from exciting accent lighting to energy efficient ambient lighting. We believe flexible, efficient, high-quality light, powered by enabling technologies, helps grocerys communicate their identities in a way that is healthy for business, relevant to consumers and maximizes the shopping experience.



1964

Dramalux
PAR38



1995

ALTO Lamp
Technology



1997

MasterColor
CDM



2005

MasterColor
CDMi



2009

LED Retrofits



2011

SpotLED



2011

Philips Award
Winning LED Bulb



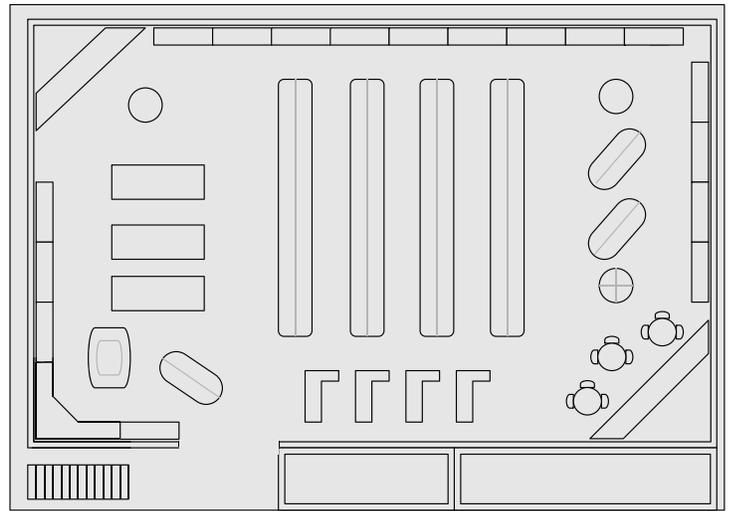
2012

LED Lamps with
AirFlux Technology

Operational simplicity through one point of contact

At Philips we are dedicated to building a shared vision with our customers and translating this into a day-to-day cooperation based on trust and coordinated support in marketing, sales and supply performance.

With just one point of contact for lamps, ballasts, luminaires and control systems, your Philips team will provide the support you require to meet your business objectives.



Produce and bakery



Spot and accent light highlights merchandise

LED Lamps and Accent Fixtures

- Excellent energy savings
- Reduces heat
- High contrast accents food



Reach-in freezer and cooler



Vertical and horizontal light uniformity

LED Lamps and Multideck Modules

- Low refrigeration costs
- Enhanced energy efficiency
- Reduces glare



Walk-in freezer and cooler



Uniform illumination and maximum efficiency

LED Lamps and Multideck Modules

- Low refrigeration costs
- Bright, uniform illumination
- Reduces glare





General and aisle



Bright, ambient light

LED Lamps and Fixtures

- Maximize efficiency
- Reduce maintenance costs
- Keeps areas bright and energetic



Outdoor and parking lot



Bright, uniform lighting

CDM Lamps and LED Fixtures

- Energy saving solutions
- Increase visual experience
- Low operating costs



Gas station and under canopy



Lighting where and when needed

CDM Lamps and Programmable

LED Fixtures

- Energy saving solutions
- Increase visual experience
- Low operating costs





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