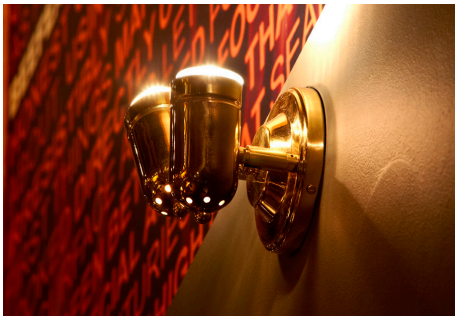
Case study

Beefeater Grill Restaurant

Location	Luton, Bedfordshire
PhilipsLighting	MASTER LEDspot

PHILIPS

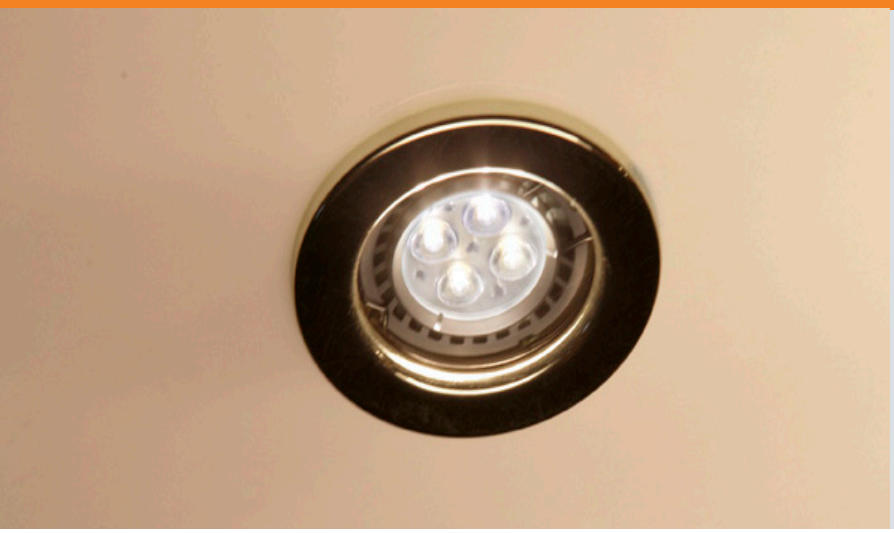
sense and simplicity



"Smart investment in new lighting technologies is part of our 'Good Together' responsible business strategy. It helps us to reduce our energy signature, mitigate carbon emissions and conserve natural resources, ensuring our guests still enjoy the welcoming and warm atmosphere they expect in our hotels, restaurants and coffee shops."

Chris George, Head of Energy & Environment, Whitbread Hotels & Restaurants.

Good Together; Philips and Whitbread deliver truly sustainable solutions with no compromise on customer experience



Project info

Customer
Beefeater Grill Restaurant
Location
Luton, Bedfordshire
Philips Products
7W MASTER LEDspot GU10
3W MASTER LEDspot GU10
Project in partnership with
Whitbread Hotels & Restaurants
European Lamp Group
Philips Lighting

Background

Whitbread is the power behind some of the UK's most successful, much-loved hospitality brands including Premier Inn, Beefeater Grill, Brewers Fayre, Table Table, Taybarns and Costa Coffee. It employs over 40,000 people worldwide and serves more than 10 million customers every month in the UK.

Whitbread believes that a strong corporate responsibility policy is a key part of a successful business strategy. The company is committed to corporate responsibility as a means for improving its operational performance and building relationships with employees and customers alike.

Introducing LED lighting to replace its halogen lighting as a pilot trial in its Luton Beefeater Grill restaurant is helping Whitbread to drive forward its corporate sustainability programme 'Good Together'. Furthermore, as part of a larger project to reduce its overall carbon footprint, Whitbread's lamp replacement programme will see an investment of £2.7m across its brands this year. Whitbread has a target to reduce its overall CO_2 consumption by 26% by 2020.

The Solution

European Lamp Group worked closely with Whitbread to understand its requirements and supplied the 3W MASTER LED spot GU10, (comparable to a 35W halogen), and a 7W MASTER LED spot GU10, (comparable to a 50W halogen). With their long lifetime (3W 35,000 hours; 7W 40,000), this is an easily maintainable lighting solution, thus reducing time and capital costs associated with lamp replacement.

Providing a warm, accent beam, these lamps are ideal for spot lighting in the hospitality industry. They deliver significant energy and maintenance savings, whilst maintaining customers' dining experience. Whitbread installed the MASTER LED spot GU10 in its bar and dining areas but the lamps are also particularly suited to public areas such as lobbies, corridors, and stairwells, where lighting is on 24 hours a day, seven days a week.

"As soon as we understood Whitbread's objectives, we knew that the Philips MASTER LED spot would be the ideal replacement. It suited their aesthetic needs as well as the energy saving requirements and was effectively rolled out to each location in their lamp replacement programme," commented Barbara Clarke from European Lamp Group.

The MASTER LED spot GU10 offered Whitbread a low cost of ownership, with a payback period that met with their expectations. There is the potential for Whitbread to save £1.2m per year on energy costs and the capital outlay is offset by the life of the MASTER LED spot GU10 up to 40,000 hours compared to 3,000 hours for the 50W halogen equivalents. These innovative lamps emit minimal heat and no UV or infrared, making their use a truly sustainable solution.

"Smart investment in new lighting technologies is part of our 'Good Together' responsible business strategy. It helps us to reduce our energy signature, mitigate carbon emissions and conserve natural resources, ensuring our guests still enjoy the welcoming and warm atmosphere they expect in our hotels, restaurants and coffee shops," commented Chris George, Head of Energy & Environment, Whitbread Hotels & Restaurants. Website: www.whitbread.co.uk

Website: www.philips.co.uk/lighting or email: lighting.uk@philips.com

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