

PHILIPS

Case study

EDEKA, Hamburg,
Germany



Meister-
hand



Meister-
Fleisch



Welt des
Käse



delicate
Vielfalt

Creating wow factor while saving energy

Transforming customer experience and saving
energy with StoreWise



How did StoreWise transform the shopper experience in EDEKA, Hamburg?

Philips Lighting's StoreWise has helped transform this EDEKA store in Hamburg, Germany, to provide the optimal shopping experience for shoppers, while also saving energy. What's more, the system is flexible and intuitive, so the store manager can make instant adjustments whenever necessary.

How do we balance presentation with preservation, efficiency and control?

EDEKA wanted a lighting system that put their customers' experience first: lighting that could match and enhance each department's look and feel, and accentuate the store's high ceilings and architecture. While optimizing presentation was important, they also needed an adjustable solution that could enhance the preservation of different food groups and drive energy efficiency.



“
An innovative lighting concept was the top priority for me – I think that we have created a wonderful shopping experience for our EDEKA customers here.”

Dirk-Uwe Clausen,
owner-manager of EDEKA Clausen

Philips StoreWise

The flexibility of the LED-based StoreWise system makes EDEKA look great, but also supports new store layouts and specific promotional events.

“The StoreWise app allows me to adjust the brightness in each section of the market,” explains Clausen. **“This is great for events such as wine-tasting – I can set the brightness appropriately at the push of a button.”**

- Optimizing presentation in areas such as the vegetable aisle and fresh food section ensures food looks inviting to shoppers
- Supporting longer shelf life of produce so, in addition to looking great, food stays fresher for longer

Invigorating displays with StoreWise

EDEKA chose StoreWise, above all, to optimize the store experience for both its customers and employees by making it look as attractive as possible. The Philips LED lighting Fresh food recipes were ideal for illuminating each department appropriately. The Champagne setting casts attractive light on the fruit and vegetables department, and Rose ensures that produce in the fresh meat department looks appetizing while enhancing preservation.

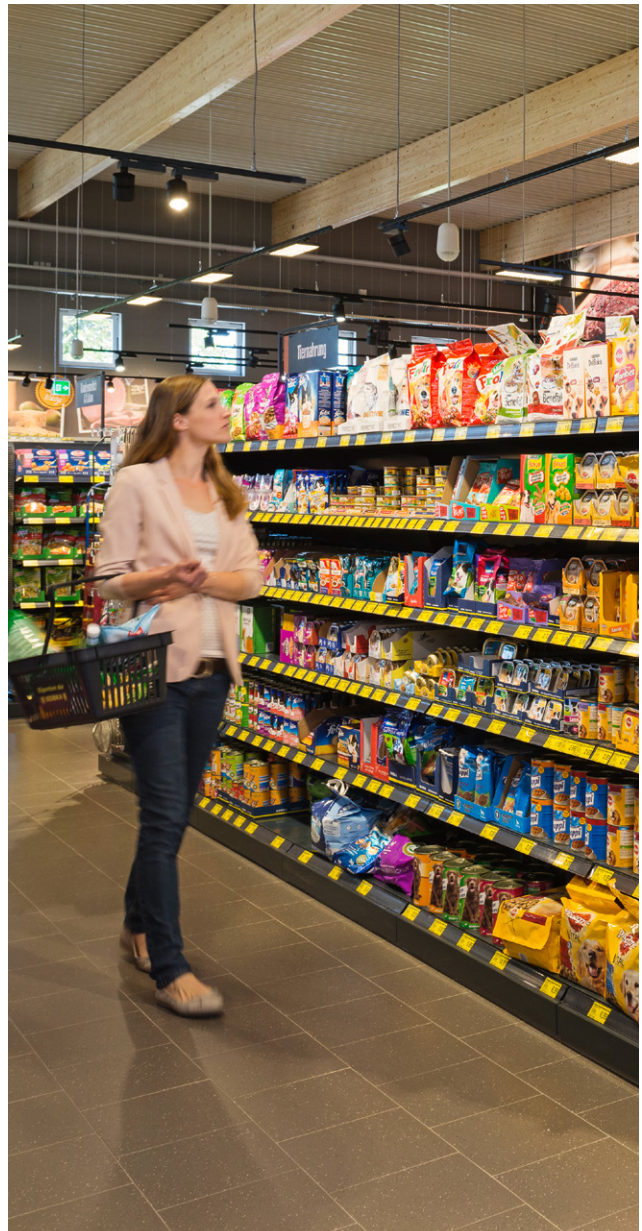
The lighting is easily controlled via the intuitive StoreWise app. The store manager can adjust the lighting schedules or customize lighting in specific areas for different events and promotions. This also means EDEKA can quickly adapt to emerging trends in the future.



Philips Lighting YouTube channel

Find all about how Philips lighting solutions are transforming Edeka store in Hamburg.

[Watch the video >](#)





Enhanced shopper experience

The high-quality LED lighting is customized for each individual department and its contents. Decorative lighting is esthetically pleasing, while the luminaires also complement the store's unique architecture.



Reduced energy consumption

Using LEDs has drastically reduced energy usage in the store, making EDEKA more environmentally-friendly and sustainable – this also improves the store's brand image and appeals to its customers. In addition, the StoreWise system offers additional savings, up to 35% through adjustable smart dimming schedules.



Store-wide flexibility

The store manager can easily adjust the lighting, either based on schedule or for a special event, making it the ideal system for a dynamic retail environment like EDEKA.



Improved presentation and preservation

The Philips LED lighting Fresh food recipes enhance food presentation keeping the produce – and the store – more attractive. They also help reduce food waste by increasing the shelf life of fresh produce.



About EDEKA

EDEKA group is dedicated to pushing food retail in Germany forward. With around 11,700 stores and an annual turnover of €44.8 billion, EDEKA is Germany's leading supermarket chain. In 2017, EDEKA Paschmann supermarket in Düsseldorf became the first supermarket with indoor positioning in Germany, which was delivered by Philips Lighting.



Find out how Philips Lighting can transform your business

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Date of release: December 2017

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