

**PHILIPS**

Retail Lighting

EDEKA Flagship Store,  
Gaimersheim, Germany



Case Study

# E-Center of superlatives

How EDEKA is setting new standards in its flagship store with an innovative shop and lighting concept.





## The project

What if shopping in a supermarket was a pure joy? If there were comfortable lounge areas, WiFi, large parking lots, pre-ordering on the internet with collection from a locker, and plenty of space for worlds of experience in different designs?

That would certainly delight customers, boost EDEKA's market position and set new standards in the industry. That is why the EDEKA Construction Department is focusing all eyes on its ultra-modern flagship store in Gaimersheim – and decided upon imposing glass façades, an atrium, a varied store architecture and an appearance that attracts shoppers from afar.

Of course, in order to run this kind of E-Center sustainably and energy efficiently, the latest LED and control technology was needed. A system that makes use of the ample incident daylight on the one hand, and lends an attractive atmosphere to each individual shopping area on the other. Even including the façade and parking lot.

## The solution

EDEKA had a clear idea of how the ideal results should look. But sometimes, technical restrictions hindered the original idea. Olaf Budzinski and his team were therefore involved as consultants throughout the process of planning the lighting system.

For example, EDEKA wanted general lighting to be integrated in the wooden grid ceiling in such a way as to be invisible to the observer. But installed in this way, it would throw shadows onto the goods and

illuminate them unevenly. So a special solution was needed, far from conventional, prominent strip lighting. A solution like Maxos LED non-linear suspended lighting, which fits modestly and attractively into the room architecture. It is remarkably streamlined, can be suspended by thin steel cables, and runs on low voltage. To the naked eye, it hangs almost invisibly from the ceiling. From a technical perspective, however, its presence is striking, and in combination with modern StyliD track-mounted projectors, ensures high quality of light and uniform illumination throughout the store.

Another important point was optimum support for the new store design. With this in mind, customers are now greeted from a distance by a lighting strip on the façade in EDEKA blue, together with the inviting light that shines out through the glass façades. In the entrance, textile panels get customers in the mood

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**Their advice gave us the perfect solution.**  
We got exactly the lighting that we had imagined  
for our new store design.”

**Thomas Schulte**  
Head of Construction Department



for shopping with magical lighting and movement effects. In the parking lots and on the way to the store, efficient outdoor LED lights ensure clear vision.

The foundation for all this is our intelligent StoreWise concept, which excels in its flexibility, superior efficiency and sustainability. Developed especially for grocery stores, it combines modern LED lighting with state-of-the-art control technology. Sensors and preprogrammed light scenarios make light work for Store Manager Franz Käs. And he can make individual adjustments if he wishes at any time via touch panel or tablet.

Thomas Schulte and Nico Kessler from the EDEKA Construction Department are obviously impressed: “We received excellent advice from Philips and got fantastic solutions for our flagship store.”

