

Count the savings and see the change

As more and more retailers move over to LED, they are looking to maximize the energy savings they make through their switch in technology. At the same time, they realize that LED lighting systems can also showcase products more effectively, enhance the in-store atmosphere and boost sales.

It's the flexibility, control and simplicity of systems such as StoreWise from Philips that are helping to revolutionize retail, by allowing adjustments to be made to the environment in real time. And the good news is that any business can benefit. It doesn't matter whether you're running a 4,000 m² hypermarket or a smaller 800 m² unit.



10-15% savings

Scheduling

When retailers plan ahead on a time clock to dim lights outside normal sales hours, they can make a noticeable difference to energy bills. It is also possible to create zones within the store and control the lighting in individual areas according to usage.

Scheduling is made easy through user-friendly, touch-panel controls. It's not even necessary for staff to be formally trained because of the intuitive interface.



15-20% savings



Daylight harvesting

Sensors are able to balance daylight with artificial light, which means that energy bills can be reduced by up to 20%. With more daylight entering the store, the potential savings can be even bigger. The technology also creates a more pleasant shopping environment for customers, which has been shown in studies to uplift sales.

10-15% savings



Light level preservation

Over time, the brilliance of the LED luminaires decreases due to a natural ageing effect, which is why the lights are always 'over-specified' to compensate for lumen depreciation. By dimming lights at the beginning of their lifetime and gradually increasing their power output, you can ensure a uniform level of light in a store. As well as creating a consistency in the customer experience, it's possible to make significant savings in energy over time.



Presence control

3-5% savings



There's no need for lighting to stay set at the same, constant level – especially in staff-only areas or when the store is being cleaned or restocked. With presence detection sensors, it's possible to dim or even turn off luminaires when there's no one around and they're not required. A sensible solution for any environmentally conscious retailer.



Flexible store appearance

Keeping shoppers engaged is vital for retailers. As consumers move around the store, light levels can change in an intriguing and involving way. The flexibility of LEDs can also support new store layouts and specific promotional events.

Imagine, for instance, creating a particular relaxed and intimate ambience for a wine-tasting evening.

StoreWise

