



Case Study Harvey Norman

Location
Philips Lighting

Kuala Lumpur, Malaysia
LuxSpace, Zadora, Scrabble, Sereno, Fugato, Rotaris, ToBeTouched,
Philips Lighting Services



©2012 Koninklijke Philips Electronics N.V.
All rights reserved. Reproduction in whole or in part is prohibited without the prior written consent of the copyright owner. The information presented in this document does not form part of any quotation or contract, is believed to be accurate and reliable and may be changed without notice. No liability will be accepted by the publisher for any consequence of its use. Publication thereof does not convey nor imply any license under patent- or other industrial or intellectual property rights.

APR / April 2013

PHILIPS

Retail store enhances shopping experience and achieves energy savings with Philips lighting solutions



“Philips provided a one-stop service right from manufacturing our luminaires to the completion of their installation in our outlets. They also assisted us in keeping our energy consumption and maintenance costs lower.”

David Kumar Arumugam, Operations Manager, Harvey Norman Malaysia



Fast facts

Client

Elitetrax Marketing Sdn. Bhd.

Project

Harvey Norman Malaysia

Location

Kuala Lumpur, Malaysia

Project manager

Alexander Yee Cheng Loong,
Philips Lighting, Malaysia

Philips solution

LuxSpace, Zadora, Scrabble, Sereno,
Fugato, Rotaris, ToBeTouched,
Philips Lighting Services

Background

Australian-based Harvey Norman provides a wide range of electrical, computers, and furniture and bedding products with over 260 stores in Australia, New Zealand, Ireland, Slovenia, Singapore, and Malaysia. Its Malaysian branch which started in 2003 currently has a total of 12 stores nationwide and is now looking to add 30 more stores in the next three years. Currently, three of its stores have already been done up by Philips Lighting.

The Challenge

Lighting is an important tool in retail marketing. Good retail store lighting can be used to target and attract new customers, build store image and subtly persuade the customers to purchase your merchandise. Harvey Norman believes that strategically placed retail store lighting will appeal to the customers and enhance the shopping experience.

The Solution

Harvey Norman Malaysia teamed up with Philips Lighting to meet its lighting requirements. The Philips Lighting team conducted a lighting audit before and after installation to provide a clear insight into the possibilities and benefits that the new lighting system could offer.

Philips had to meet the specific lighting requirements of Harvey Norman Malaysia. Tone of the lights should be bright to make the store distinct and stand out, whereas the inside of the store should have softer lighting to create a pleasing and comfortable shopping experience.

LED downlights such as LuxSpace were used for the walkways of the store to help guide customers through the store. Other LED lighting solutions were also used for accent lighting in the other areas of the store such as electrical, TV, furniture and bedding concept areas.

Additionally, the TV area used ToBeTouched DALI controls that enable customization to control, so that buyers can tone down the lighting to view the contrast of the TV screens in various lighting conditions.

Conventional lighting such as CDM was used for the general lighting of the areas in the store, as well as to highlight and showcase the products displayed on the shelves.



Benefits

Philips Lighting provided much more functionality than being simple sources of illumination. Using Philips modern light fixtures added drama, as well as improved the overall ambiance and look of the store.

“Philips provided a one-stop service right from manufacturing our luminaires to the completion of their installation in our outlets. They also assisted us in keeping our energy consumption and maintenance costs lower,” shares David Kumar Arumugam, operations manager at Harvey Norman Malaysia.

