

A woman with long dark hair, wearing a light blue textured cardigan, is looking at a large bunch of fresh green leafy vegetables in a supermarket. The background is slightly blurred, showing other produce and store lighting.

PHILIPS

Professional lighting

Supermarket



Fresh food delights

The perfect ambience

for a pleasant shopping experience

Shopping online is a cheap, fuss-free and convenient option for customers today. To be successful in driving in-store footfall for retail or 'brick' stores, retailers must give customers many good reasons to visit their physical stores. This is why a multi-sensory retail experience is so important to brands and stores devoted to getting the in-store experience absolutely 'right'.

A typical supermarket in our region can carry between 40,000 to 80,000 skus on average, depending on the store format. Today's customers are more discerning than ever, shopping with their eyes and not solely on their appetites. With quality merchandise and fresh food put forward in great numbers on the shop floor, the right lighting needs to come in for the displays to look attractive.

To influence the average basket size, per customer transaction value and to promote impulse buys and today's hot deals, get your customers to feel comfortable with the most suited lighting in the respective zones. This way, shoppers will spend a longer time in store and most importantly be your long-term customers making repeated purchases, in turn bringing you longer-term revenue.



Taking care of your business, **like our own**

A large store requires careful zoning, and the right focal points must be lit attractively to create a strong 'pull' for customers to go beyond the entrance and trolley bay to venture deep into the store. Our flexible and wide range of Philips lighting solutions can help do that and more. With LED lighting systems and controls, we can help you build a strong brand while saving you energy and running costs.

Reduce energy use – Low energy LED can reduce your energy bills by up to 40%. Combined with controls and smart dimming this can be reduced by a further 35%. We also have smart ways to retrofit our energy-efficient LEDs into existing fixtures, so you can save on installation costs.

Inspiring customers – Creating the right in-store ambience enhances your customers' shopping experience, encouraging them to explore and buy more. At Philips, we know the art and science of lighting and we are committed to always recommend the best lighting solutions for your fresh food and grocery section, enhancing its appeal and helping your customers shop better.

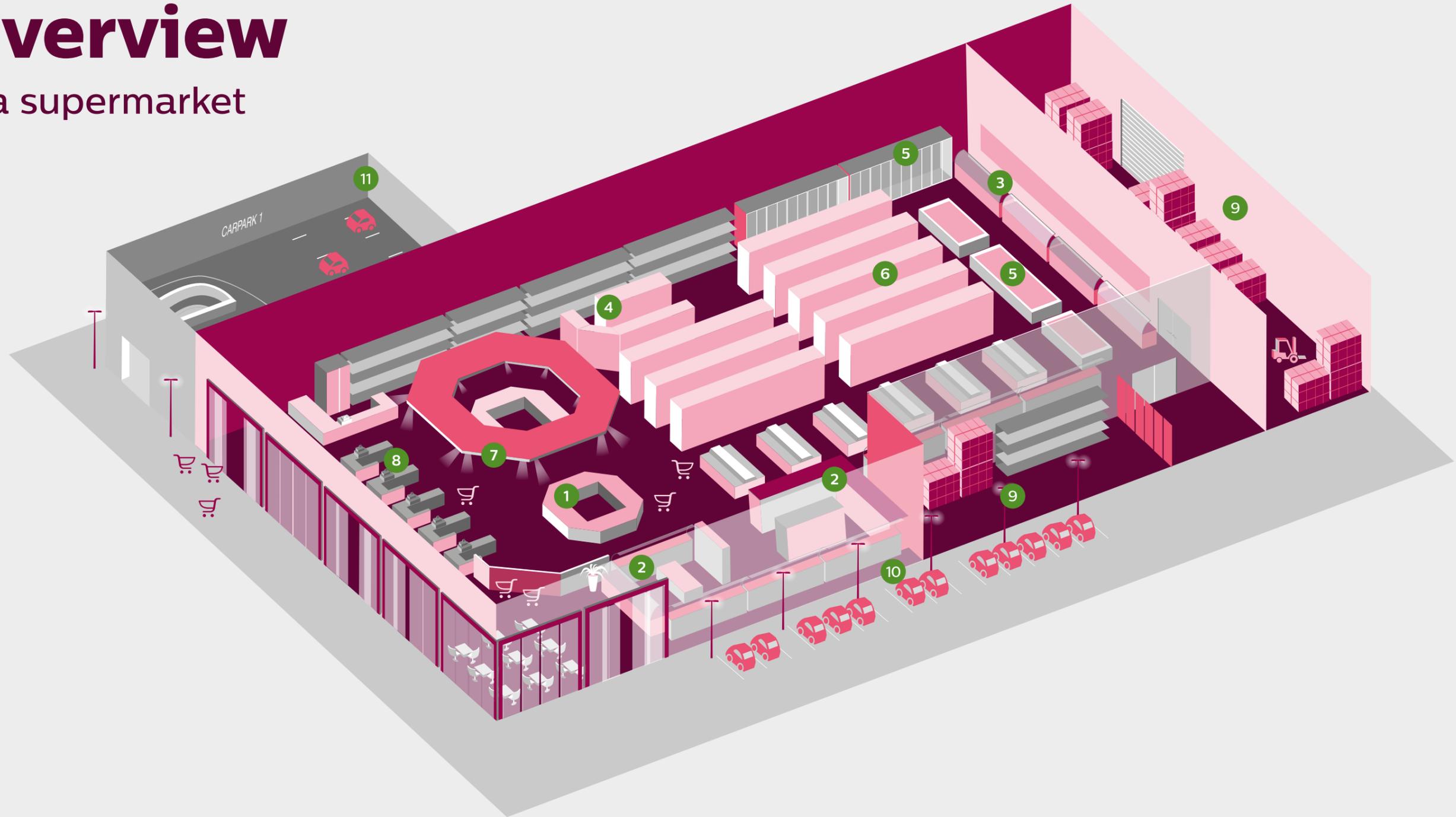
Staying in control – Our controls for supermarket lighting are now smarter and more engaging than ever. You can set the right scene in each section to enhance displays, save precious energy by using less light during daytime for stores with big glass windows and plenty of natural light. Philips lighting recently announced the world's first major installation of connected lighting system with LED-based indoor positioning for Carrefour, the leading retailer in Europe and the third-largest in the world. The pilot uses energy efficient Philips LED lighting that uses light to transmit a location signal to a shopper's smartphone, triggering an app to provide location-based services. This helps provide targeted promotions and marketing messages to reach shoppers in non-intrusive ways.

**Get ready
to shop**



Overview

of a supermarket



- 1**

Fruits and vegetables


- 2**

Cheese, bread and pastries


- 3**

Meat and fish


- 4**

Wines and spirits


- 5**

Freezers and coolers


- 6**

Aisles and shelves


- 7**

Feature ceiling


- 8**

Checkout counters


- 9**

Warehouse and cold store


- 10**

Outdoor parking and façade


- 11**

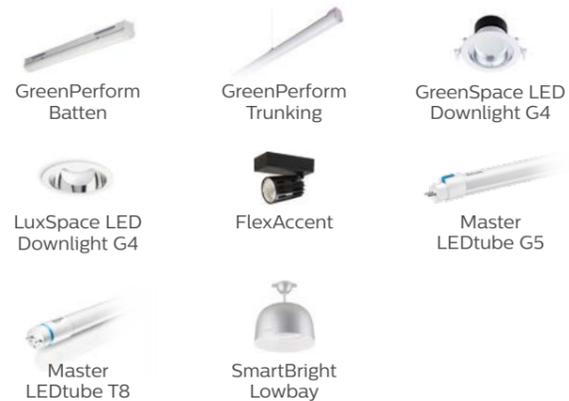
Indoor parking



Fruits and vegetables

As fresh as can be

A good supermarket keeps its customers coming back with its wide selection of choices and how fresh everything is presented. A budding chef or a professional cook, can both visit the store for inspiration, to check out the best ingredients of the day to plan their menu and create delightful meals. This is also the place where the magic of light comes to play. Lush greens, luscious reds, bright yellows and vibrant oranges represent quality food, which can be enhanced with authentic white LED and special optics designed for the perfect fresh food displays. Controls also help preserve the natural goodness of fresh produce, settings can be programmed to be slightly dimmer during off-peak hours, and timed to perk shoppers up during high traffic hours. Even with high-powered appliances operating round the clock, energy-efficient LEDs can keep electric bills and the company's carbon footprint down.



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dynamite



Cheese, bread and pastries

Freshly baked goodness

Breads and pastries are often presented in an appetizing spread on inclined shelving surfaces or elegant bread baskets requiring the right light to be directed without causing glare. Good presentation under the best lighting can help increase sales and direct the shoppers' attention away from price but towards the quality of the crisp pastry and the perfect sugar glaze. For delicate products like cheese, lighting is essential but protection against heat and UV rays is critical. This is where quality LED light can help ensure freshness while reducing any negative impact to perishables to a minimum.



GreenPerform Batten



GreenPerform Trunking



LuxSpace LED Downlight G4



GreenAccent G2



Master LEDtube T8

Meat and fish

Worthy of 5-star dining

Beautifully marbled meat. Fish gleaming as if just caught at sea. Their attractiveness and shelf life significantly improve in visually cool rooms. Warm white light with a subtle red glow allows meat to look its very best, while in tests conducted by Philips with meat sellers, LED Rose range can help extend the shelf life of sliced meat by up to 30%, compared with conventional white SON lamps. LED Authentic White lights up meats more naturally, ensuring customers can see clearly and shop safely for the right products. With time-based and easy to operate programmable controls like Philips Dynalite, you can be sure that your zones and showcases are always lit at the most appropriate levels. With a wide assortment of LED lighting, energy savings of 30% or more can easily be achieved.



GreenPerform Trunking



GreenSpace LED Downlight G4



GreenSpace Power



GreenAccent G2



SmartBright Lowbay



Master LEDtube T8

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dynalite



Freezers and coolers

A cool but inviting zone

Customers appreciate a well-stocked chiller and freezer section that has everything they need: milk and other dairy products, pre-packed meats, frozen foods, fruit juices and sodas, etc. As this is an area filled with 'glass' showcases, direct and indirect led lighting fixtures on the ceilings and cove lighting are suitable to provide comfortable light, with minimal glare.

Philips LEDs on a higher Kelvin scale or in cool daylight color temperature can help enhance the look of cold foods and are suitable for this section. What's more, they give you a double win: apart from making the products more visible and more attractive, they also deliver up to 70% in energy costs compared to fluorescent lamps. They contain no mercury or lead, and significantly reduces CO2 emissions.





Aisles and shelves

Easy to navigate, easy to shop

Lunchbox

3 Biscuits
4 Cereals
5 Crackers
Biscuits
Canned fruit
Spreads
Crackers

A good store should come with pleasant and comfortable lighting, allowing customers to easily navigate and shop under clear lighting conditions. Customers can be drawn deep into the store with great lighting accents making each zone inviting and refreshing. Trunking systems, battens, downlights, spots, troffers and led tubes are amongst some of Philips quality solutions allowing the right illumination for each zone while giving you energy savings, reduced maintenance costs for the long run, and great comfort for your customers. For hypermarkets and supermarkets with high ceilings, high bay luminaires such as the award-winning GreenUp Highbay DALI or fixed versions can be integrated at suitable quantities to deliver up to 75% energy savings. Intelligent controls allowing daylight harvesting can be effected, and its three optic lens design options can suit multiple applications.



Feature ceiling

Add interest and elevate the experience



Browsing through stacks and stacks of groceries across multiple aisles and comparing price tags can be tiring. Shoppers' eyes need a break every now and then. Feature ceilings give customers something pleasant and refreshing to look at, offering their eyes a restful pause before they start looking for the best deals again. The right lights draw the eyes upward and put a spotlight on the ceiling design, which could incorporate brand colors and visual elements to engage your shoppers. Even better, these feature lights can be programmed, to tie in with promotions you are running with cosmetic labels, hair products and to accompany your latest planogram for each category.



iColor Flex
MX gen2



iColorCove MX
Powercore



SmartBright Mini
LED Dimmable
Downlight G2

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dynalite



Ease of operation tops the list when it comes to designing a warehouse. High visibility enabled through optimal lighting means a safer and smarter workplace that can run efficiently for 24/7 without running up expensive energy bills. The business of perishables and groceries is highly dependent on constant quality checks, fast-moving stock management, extreme hygiene and discipline in processes. This means the right lighting needs to be designed in to enable the right environment for all personnel, allowing safe access to all areas, while ensuring smart additions like presence detectors and timers are fitted in to save energy in areas not required to function in a 24/7 manner.



Warehouse and cold store

Safety and efficiency above all

Fruits and vegetables



Freezers and coolers



Outdoor parking and façade



Indoor parking



Cheese, bread and pastries



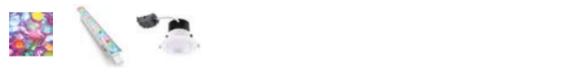
Aisles and shelves



Meat and fish



Feature ceiling



Wines and spirits



Checkout counters



We've got you covered

As your lighting solutions partner, we aim to give you complete one-stop solutions that can maximize your investment. We can customize our solutions and professional services to meet your specifications, standards and budgets. What's more, we stay ahead of lighting trends to make your stores as enticing for your shoppers as possible.



Experiences redefined

We all wish to achieve the best in our stores, and we know today's shoppers are always expecting more. The combination of reliable and quality LED lighting together with advanced controls can help define and uplift retail experiences to a higher level. Improving the brand, driving traffic and conversion, and ultimately boosting sales.



PHILIPS
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Dynalite: The intelligent choice

Dynalite system allows you to create various programmable ambience and lighting scenes to suit the mood and the occasion. Our luminaires can be configured to work with the Dynalite controls in simple to sophisticated ways. Flexible and easy to install, this makes a scalable system which can partner with temperature controls, building management systems, utility monitoring, audio-visual, blinds and windows and more.



OccuSwitch: Maximum savings, minimum effort

The OccuSwitch range enables a fast payback period, a low cost of ownership and in practical ways, allows you to comply with the latest building directives. Wireless versions are also available, with the battery-powered ceiling mounted sensors communicating to a relay box (actuator). Commonly specified in retail, supermarkets, warehousing and office projects, this easy retrofit system can be set up instantly and effortlessly, without disrupting day to day operations.

A perfect match

Food and lighting experts will always recommend the best LED lighting for the appearance of fresh foods to be accurately represented, at the same time minimizing discoloration due to harsh lighting. Here are some of the best choices put forward by our in-house experts.

LED Champagne

Applied to racks and shelves displaying cheese and bread, LED champagne gives out a warm and organic light enhancing the yellow tones, instantly coating otherwise plain and dull bread and pastries in a better light.



LED Rose

Ideal for meat and poultry displays, LED rose is cool and emits little heat, thus minimizing discoloration in meats and stretches the product shelf life by up to 30%. Enabling customers see better, and shop better.

LED Frost White

Recommended as the top lighting choice to accompany fresh fish and seafood displays, LED frost white gives out crisp, white light that enhances the natural sparkle of your fresh and shiny catch from the sea, displayed attractively on beds of ice.



LED Authentic White

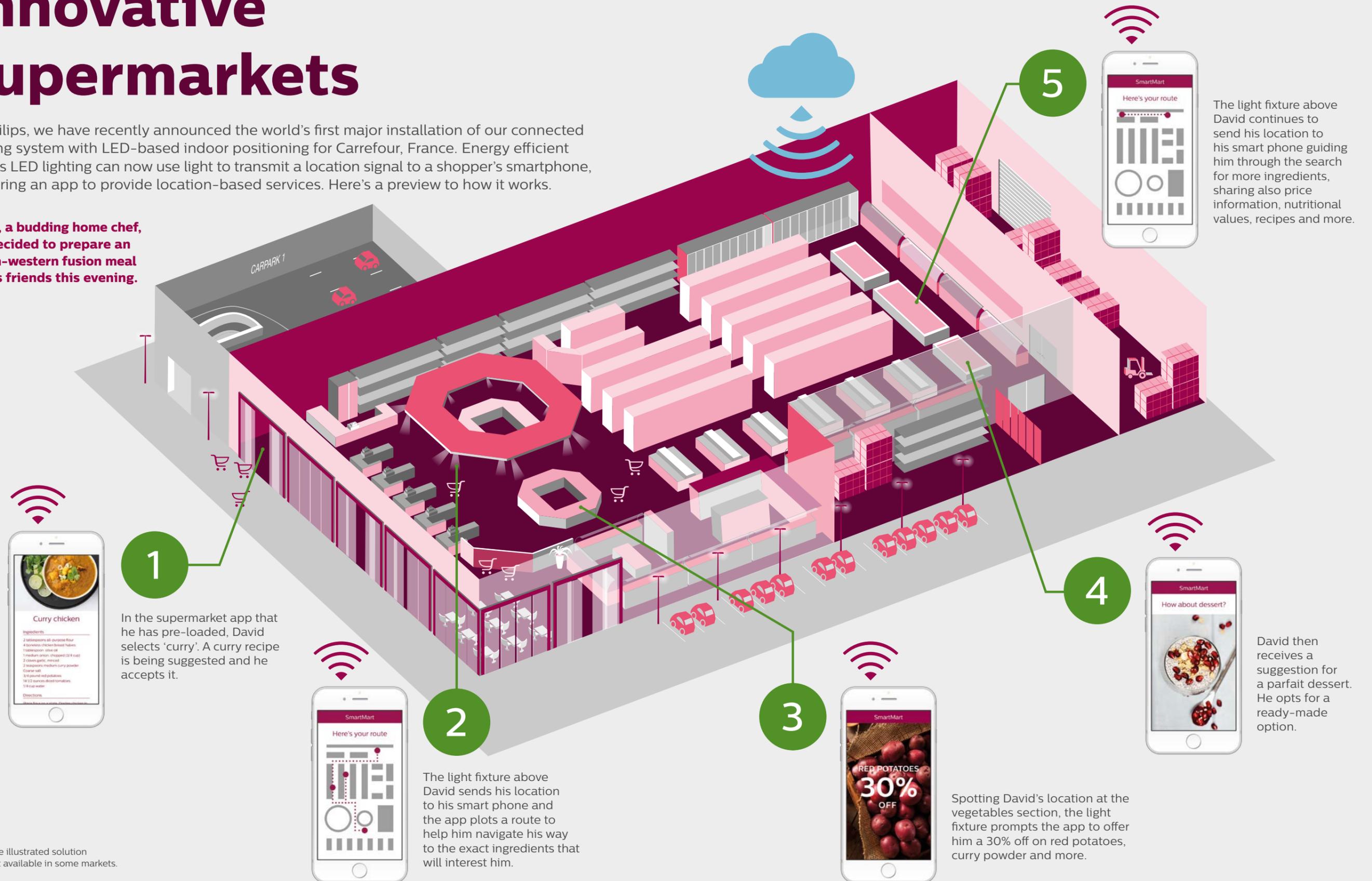
A versatile light source and an industry all-rounder, LED authentic white from Philips enhances the color of meats in a subtle way, while improving the merchandising displays for fruits, vegetables and all things bright and beautiful.

Note: The solution is not yet available in some markets.

Connected lighting for innovative supermarkets

At Philips, we have recently announced the world's first major installation of our connected lighting system with LED-based indoor positioning for Carrefour, France. Energy efficient Philips LED lighting can now use light to transmit a location signal to a shopper's smartphone, triggering an app to provide location-based services. Here's a preview to how it works.

David, a budding home chef, has decided to prepare an indian-western fusion meal for his friends this evening.



1 In the supermarket app that he has pre-loaded, David selects 'curry'. A curry recipe is being suggested and he accepts it.

2 The light fixture above David sends his location to his smart phone and the app plots a route to help him navigate his way to the exact ingredients that will interest him.

3 Spotting David's location at the vegetables section, the light fixture prompts the app to offer him a 30% off on red potatoes, curry powder and more.

4 David then receives a suggestion for a parfait dessert. He opts for a ready-made option.

5 The light fixture above David continues to send his location to his smart phone guiding him through the search for more ingredients, sharing also price information, nutritional values, recipes and more.

Note: The illustrated solution is not yet available in some markets.

Enjoyable experiences





Carrefour hypermarket Lille, France

An inaugural project for Carrefour, France, the retail giant has implemented in its Lille store, a location-based, indoor positioning connected lighting system – delivering a first of its kind advanced retail experience to its shoppers. The newly refurbished Carrefour store replaced its original fluorescent lights with 2.5 kilometers of energy-efficient Philips LED lighting which transmits signals wirelessly from its lights to shoppers' smart devices. This triggers an app to help customers navigate their way across the 7,800m² store based on their location, needs and wants for the day, delivering promotional coupons and suggested recipes directly to the shoppers' phones.

The system uses patented Philips VLC (Visible Light Communication) technology to transmit a unique code via light, that can be picked up by the camera of a smart phone or device. As part of the installation, Philips software and a cloud-based location database were integrated into Carrefour's mobile application. This game-changing innovation has elevated shopping into a more personalized and interactive experience, enabling a clear differentiation for the store, enhancing customer loyalty as well as bringing energy savings of 50% to the supermarket.

Note: This solution is not yet available in some markets.





Fairprice Finest Zhongshan Mall, Singapore

Singapore's largest supermarket chain, Fairprice, is widely recognized for its great merchandising as well as its conscious effort to minimize the company's carbon footprint. With a line up of more than 270 stores, requiring complex refrigeration and an extensive distribution network, it was equally important for Fairprice to adopt energy-efficient LED lighting solutions to ensure its business stays 'green' while its operations are efficient and rarely disrupted. At its Fairprice Finest store located at Zhongshan mall, Philips Luxspace LED downlights were specified to deliver a pleasant, long-lasting and consistent light output that is comfortable for shoppers and cashier teams alike. Color-changing iColor cove lighting by Philips highlighted the unique butterfly-themed cove designs above the Health and Beauty zone, while LED strips and cove lighting offered the fresh food and wine sections soft, white lighting that elegantly lit up the area.

With Philips LED lighting, FairPrice was able to achieve the desired look for its new store whilst reducing the energy consumption. This eco-friendly initiative enabled electricity savings, and also led the Fairprice Finest store at Zhongshan mall to become the first recipient of the Building Construction Authority (BCA) Green Mark Platinum Award in the supermarket category.



Jumbo Foodmarkt Breda, Netherlands

Jumbo Foodmarkt is a dream store with an area of 6,000m², over 400 daily staff, and 35,000 products. With cheese boards made to order, a large chocolatier, and 40 chefs preparing fresh meals, among others, the market is an absolute shopping and culinary experience with the most extensive assortment in the Netherlands. That's why Jumbo pulled out all the stops to invest in the very best sustainable lighting – and decided Philips was the perfect lighting partner.

Philips designed a unique 100% LED solution that earned Jumbo Foodmarkt the distinction of being the world's first retail store to use ExactEffect LED spotlights. Hanging from a grid in the fresh produce section, the spotlights delivered very appealing, high-contrast atmospheric lighting. The optimum light distribution and accents from the matching hanging lamps gave the various kitchens their own identity. For the groceries section, an anti-dazzle LED lighting line created a calming atmosphere.

The results: 25% less electric consumption, and significantly lower maintenance and replacement costs – an important advantage since many spotlights were in difficult to reach places. By using the very latest solutions, Jumbo needed fewer luminaires than usual, yet created an unsurpassed atmosphere.



EATING AND DRINKING NOT ALLOWED INSIDE THE SELLING AREA

Liana's Supermarket and Department Store Batangas, Philippines

Setting the standards for in-store lighting, Liana's Supermarket in Santo Tomas, Batangas became the first supermarket in the Philippines to use 1,200 units of Philips Master LED tubes.

While other Liana's Supermarket branches traditionally used 40 watt fluorescent lighting, owner and operator Ms. Helen Sy-Chua decided to make the switch to LEDs for the new branch to maximize long-term savings.

The switch to LED yielded many remarkable benefits for the store. Aesthetics were improved and an energy reduction of more than 50% was observed. With the extra-long lifetime of 40,000 hours, when comparing Master LED tubes with traditional fluorescents, this also meant a reduction in maintenance needs and a drop in running costs. The LEDs provide uniformly distributed lighting superior to that of CFLs, and the atmosphere is now brighter and more refreshing to both shoppers and store team. The day's freshest picks are looking better while the store continues to clock in more savings and do its part for the environment.

The image shows a wide-angle view of a supermarket's produce section. The ceiling is high with a grid of recessed lighting and several large, modern pendant lights hanging over the aisles. The produce is displayed in large, dark-colored bins and baskets, filled with various fruits like apples, oranges, and bananas. A central display features pineapples and jars of honey. A sign above the produce reads 'ENERGIEAUSWEIS' and 'TENGMANN KLIMAMARKT'. The overall atmosphere is bright and clean, with a focus on natural lighting and energy efficiency.

Tengelmann Klimamarkt Mülheim, Germany

Tengelmann AG is a leading supermarket chain that owns more than 700 stores and over 19,000 employees. Tengelmann klimamarkt effected a model eco grocery store in line with its commitment to the environment, and sought to fit in the best LED lighting and technology within its store design. Specific requirements included a need to build in intelligent controls, interacting between artificial LED lighting and natural daylight, while new reflectors were to be integrated with energy-efficient accent lighting to uplift the ambience of the store.

Philips Lighting came on board and customized an AmbiScene concept for this store, using a combination of modern, energy-efficient LED technologies that incorporated the latest optical systems and intelligent controls. The result: this eco store's lighting consumption went down from approximately 22W to 11.6W per square meter. Setting new standards within the industry not just in terms of aesthetics, but in an eco-friendly and forward looking approach.



Consum Supermarkets Valencia, Spain

One of Spain's largest supermarket chains and always at the technological forefront within the food sector, Consum engaged the help of Philips lighting, to make a smart switch to LEDs in its stores.

With the excellent light quality of Master LEDtubes, Consum and Philips found the ideal replacement for traditional fluorescent lighting, which achieved an energy savings of more than 45% for the store. For accent lighting, Philips suggested a combination of LuxSpace Accent 40W and 65W, which allowed stable adjustment and a secure fixture angle. For the walls and the cooler cabinets, Master LEDtubes SA were used, which had the proper optics and sealing for this application, and earned more than 65% in terms of energy savings.

The final results were equally appreciated by the store and its shoppers, with comfortable and clear lighting making the store easy on the eyes, while the eventual energy savings came up to an estimated 65%. With the lights expected to last beyond 10 good years, say hello to reduced maintenance needs, money savings and a happier, greener store.

Beyond illumination





Support from **start to finish**

With offices around the world, we have extensive experience handling lighting challenges on behalf of our customers. We aim to be your best business partner, offering the right expertise and solutions. Allow us to help you with planning, implementing and maintaining your project every step of the way.



Advisory Services

Can a lighting upgrade help your business grow? Get an expert light audit from Philips Advisory Services

- Auditing your energy consumption
- Bringing creative ideas to life
- Helping you plan, making it happen
- Helping you convince the team



Project Services

Get your lighting installation completed quickly and efficiently, with Philips Lighting Project Services

- Project management
- Installing your system
- Integrating and programming
- Lighting performance contracts
- Energy savings projects



Lifecycle Services

Let Philips handle your installation with service agreements that can be tailored to your needs. These could include:

- Helpdesk, remote diagnostics and fault investigation, system health checks and spare parts replacement
- Qualified service engineers for preventive and corrective maintenance of your installation
- Asset management, data analytics and consultancy, system optimization and more



Philips Lighting Capital

Finance your new lighting system with little to no upfront investment

- Protecting your cash flow
- Saving you time and money

Note: Certain services may not be available in all countries. Kindly check with your local Philips representative for details.



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