



# Quality means different things to different businesses. But every enduring business is built on it.

Being known for quality doesn't happen overnight. It's the result of countless business decisions, each prioritizing a stellar result over an inferior one. For the few companies who achieve a reputation for quality, it's more than a goal. It's a mindset.

Choosing the right lighting is just one business decision. To many, it may seem cosmetic. But for organizations with a quality mindset, it matters. By helping businesses create healthier, more efficient workplaces, lighting can actually have a multiplier effect. But of course, to really move the needle, high quality LED components are essential, whether you're working with retail, office or industrial customers.

## Quality retail experiences

For retailers, the quality of the customer experience is everything. Quality goes beyond how a store looks. It's how it feels and customers' perception of the products offered. Lighting affects the quality of the experience in ways that shoppers see – and, perhaps more powerfully, in ways they don't.

Lighting is a vivid toolset for creating retail appeal from the store front to the in-store ambience. It works in many subtle ways to nurture a superior experience – and drive sales. It makes shoppers feel comfortable by creating visual harmony between shelving and ceiling. It makes navigation natural,

so shopping is more pleasurable and products are easier to find. And when lighting is made with Philips components, it won't cause flicker or stroboscopic effect, so shoppers enjoy every moment in store.

Of course, one of the most important ways lighting influences quality is its impact on how shoppers perceive products. Philips LED components can be engineered to help retailers create exactly the lighting they need to bring out the best in products and enhance their quality in the eyes of consumers. Our lighting recipes for fresh foods take this a step further – they can even extend product quality by improving shelf life.

With lighting affecting the quality of the shopper experience so deeply, it's a great time to build your reputation in innovative retail lighting. With Philips' large range of quality LED components your designs can enhance the value of goods, create powerful lighting themes that can be controlled centrally, ensure a great store experience for shoppers, and start to unlock the power of the Internet of Things. And with the same lighting technologies available across every type of light point you can guarantee these benefits regardless of fixtures and fittings – all underpinned by our unmatched reliability.

## Quality workplaces

In offices, LED lighting also acts as a quality multiplier. Well-designed office lighting is the foundation of any productive workplace. It provides the right light levels for any task, location and time of day, assuring visual comfort for every worker so they do their best work. In the bigger picture, office lighting brings contemporary workplaces to life, helping businesses attract and retain talented people. Naturally, flicker or stroboscopic effects have no place in a modern office – they're too distracting.

Organizations can take another step toward their quality goals with sensors and lighting controls. They enable energy-saving features, such as daylight harvesting. These can release cost savings to invest in improving customer experience, product quality or operations. Sensors can even gather insights to help improve operational efficiency and the worker experience. When all these benefits converge, office lighting can have a powerful multiplier effect, helping to lift the quality of a business – and even its performance.

When you're working with office customers to achieve all these objectives, our quality LED components bring your business a clear advantage. They're rigorously tested, making it faster and less risky to get new designs or systems off the ground. And we provide expert advice and manufacturing recommendations to help you design the perfect office lighting.

At the most practical level, you'll stay in customers' good graces with the world-renowned reliability of our products helping you minimize downtime and maintenance. At the same time, the lighting you design is ready for the future with sensor-ready drivers that open up the opportunities of the Internet of Things.

## Quality industrial facilities

Industrial facilities can also use the power of LED lighting to move the needle on quality. Improving factory and warehouse lighting can pay dividends in productivity and safety. Simply getting rid of low light areas and dark corners, for example, can have an impact on operations by reducing hazards for pickers and forklift drivers. Eliminating flicker and stroboscopic effects is also critical, because they cause eye strain and barcode interference, slowing down workers and their equipment. And with high bay fixtures hard to reach, ensuring that every luminaire is robust, reliable and easy to upgrade reduces costly maintenance.

With our complete portfolio of standardized industrial LED components, you can create long-lasting lighting products and systems that help factories and warehouses achieve all these objectives. You can also help them move beyond them, improving the quality of their operations in other ways. Like providing unique lighting recipes that help industrial workers focus through subtle differences in color temperature and saturation. Or apps that let workers personalize connected lighting to suit the task and time of day. Or installing sensors and lighting controls so they can save energy by turning lights off in unused areas or dimming them during daylight hours.

When you're designing industrial lighting, Philips provides a powerful baseline with rigorous electrical, thermal, optical, reliability and safety testing of all our LED components. This makes them the perfect foundation to build your own reputation for quality.

# Quality that shines



### Quality lighting

Enhance your customers' workspace, products, shelf life and wellbeing with research-proven lighting.



### Quality assurance

Build a name for reliability using LED components that undergo a rigorous global testing and assurance program.



### Quality innovation

Open new opportunities for your customers with our world-leading lighting innovations.



### Quality people

Get expert guidance and design advice from Philips industry experts and thought leaders.



### Quality support

Count on us to support your business locally and globally with the right tools, technical and operational support both online and offline.



### Quality leadership

Keep your designs compliant and future-proof with standards-based, safety tested components.

A photograph of two men in a warehouse. The man on the left is wearing a dark blue suit jacket, a light blue shirt, and glasses. The man on the right is wearing a light blue button-down shirt. They are both looking upwards and to the right. The man on the right is holding a tablet computer. The background shows high industrial shelving units filled with cardboard boxes.

## Quality inside and out

This article explores how customers with a quality mindset can use Philips indoor lighting as a quality multiplier across their business. Of course, our outdoor lighting can have similar impact – we'll shine a light on how in our next catalog.

### **Make our reputation for quality your own**

When you choose Philips LED components, you get more than the world's most innovative products. You get a competitive advantage that comes from the unmatched quality of our research, engineering, testing and assurance programs. By partnering with us, you'll build a business reputation founded on innovation, reliability and quality. To find out more about the benefits of the Philips Quality program visit: [www.lighting.philips.co.uk/oem-emea/quality](http://www.lighting.philips.co.uk/oem-emea/quality)