

The Philips logo is displayed in a white rounded rectangle on a dark pink background. The word "PHILIPS" is in a bold, blue, sans-serif font.

Retail Lighting

Herberger's, Logan Utah



Our stories

# When a change for the better should go unnoticed

See how our LEDs helped Herberger's improve the customer shopping experience without drawing attention to a lighting change.



# Creating **a pleasant,** inviting retail shopping **experience**

The Bon-Ton Stores, Inc., is one of the largest regional department store operators in the US, with over 270 corporate and regional nameplate stores across the country. Recently, Herberger's, a subsidiary of The Bon-Ton Stores, Inc., expanded into Logan, Utah. During extensive renovations at the pre-existing site, Jim Mitchell, Divisional Vice President of Facilities Planning, Design & Vendor Shops at The Bon-Ton Stores, Inc., saw an opportunity. "Using LED is a multiple win situation," he says. "With no mercury to dispose of, and by using less energy, we can do our part to support the environment."

Jim's challenge was to balance Bon-Ton's environmental interests with fiscal responsibility while also maintaining an inviting atmosphere for shoppers. He knew that some department store competitors adopted LED technologies, but when using LED track lighting, the competitors had to add additional track heads to compensate for the reduced lighting levels. He also felt that existing linear LED luminaires didn't have suitable light levels for the ambient light in his store. When Jim met with Philips, he made it clear that the LED technologies used by his competitors were unacceptable to The Bon-Ton, and any proposed lighting solution must:

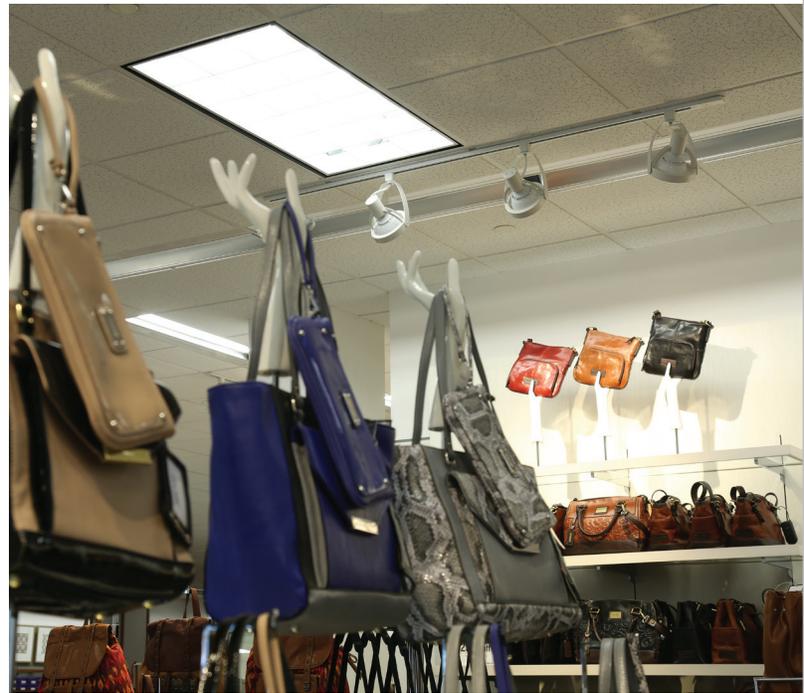
- be environmentally friendly;
- provide a fiscal benefit;
- help to support The Bon-Ton's brand image without compromise

Jim was already using the Philips PAR 38 LED Single Optic Lamps with AirFlux Technology for display and accent lighting as the lamps met his strict three-pronged criteria without "hot spots" or the need to add additional track heads. He wasn't satisfied with using LED just for display and accent areas – his greater ambition was to create The Bon-Ton's first 100% LED department store in the Logan, UT space, which meant finding the ideal linear LED luminaire for his needs.

At the same time that Jim was searching for linear LED luminaires, Philips was finalizing development of the InstantFit LED T8 Lamps. A number of InstantFit LED T8 Lamp samples were sent to Jim for evaluation in context. He said, "People entering our evaluation area didn't even notice a difference from the old linear fluorescent lamps, which is exactly the response I wanted."

Jim approved the InstantFit LED T8 Lamps for the new Herberger's location, saying, "We don't want shoppers to notice our lighting, we want to create a pleasant and inviting shopping experience for them, and lighting should support this experience on a sub-conscious level." He's also looking forward to comparing the differences in total cost of ownership between the

100% LED Herberger's location in Utah and a similarly sized The Bon-Ton subsidiary still using traditional linear fluorescent lighting. He commented, "I'm hoping we make such an impact here [in the Herberger's Utah location] that we can retrofit all the existing The Bon-Ton nameplate stores."



“People entering our evaluation area didn't even notice a difference from the old linear fluorescent lamps, which is exactly the response I wanted.”

**Jim Mitchell**  
Divisional Vice President of Facilities Planning,  
Design & Vendor Shops at The Bon-Ton Stores, Inc.



### Project Statistics

Monthly energy savings	45,993 kWh / 57% <sup>1</sup>
Light level increase	50% from previous
Mercury reduction	3,845mg mercury <sup>2</sup>
Carbon dioxide reduction	381 metric tons/year (estimated) <sup>3</sup>

1. 57% is calculated by looking at a comparable store to the Logan, UT location which has a similar footprint and temperature but uses non-LED product. The comparable store had approximately 107,000 kW used in a month whereas the Logan, UT store with Philips InstantFit LEDs had approximately 46,000 kW used.
2. Based on 1.7mg of Hg per fluorescent lamp compared to no Hg in InstantFit.
3. Based in part on EPA Energy Reduction calculations at [www.epa.gov/cleanenergy/energy-resources/calculator.html](http://www.epa.gov/cleanenergy/energy-resources/calculator.html)

From left to right: Don Bruce, Warren D. Stough, Jim Mitchell



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