



Simply irresistible, with savings of up to 35%

Philips ArcTone and MASTERColour CDM Elite

Philips luminaires together with MASTERColour CDM Elite lamps give you a significant double benefit.

MASTERColour CDM Elite lamps make your stores irresistible – and keep them that way. These unique lamps are characterized by crisp, sparkling white light of outstanding quality. Using Elite lamps with Philips luminaires will significantly reduce your energy consumption, and therefore cut costs.

Two ways to save

Option 1: Energy saving via fewer luminaires with same wattage per light point

Option 2: Energy saving via more luminaires with lower wattage per light point

PHILIPS

sense and simplicity



ArcTone



UnicOne



Fiorenza



Fugato



Magneos

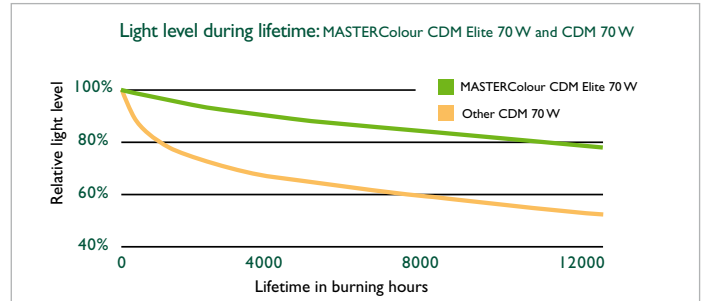


Scrabble

Option 1: Energy saving via fewer luminaires with same wattage

Changing to ArcTone with 70 W Elite lamps results in:

- Exceptionally stable light output during the long lifespan
- Fewer light points due to reduced lumen depreciation and higher initial lumen output
- Save 10% or more on energy cost from day one.

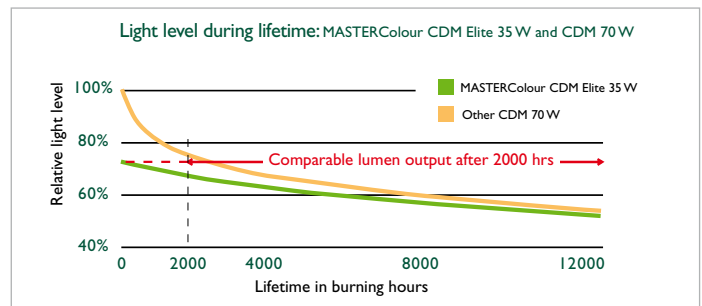


Instant energy savings of 10% or more due to higher lumen output resulting in fewer light points

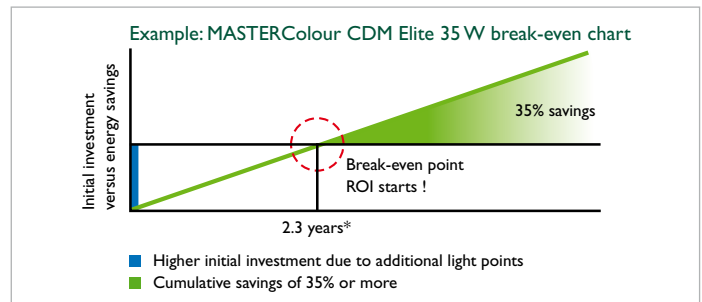
Option 2: Energy saving via lower wattage per light point

Changing from a CDM 70 W solution to ArcTone with 35 W Elite lamps means:

- Comparable overall light level with relatively few extra Elite 35 W light points (depending on the required light level in the shop)
- A new MASTERColour CDM Elite 35 W produces the same light level as a CDM 70 W that has been burning for \pm 2000 hours due to reduced lumen depreciation and high initial lumen output
- Save 35% or more energy cost from day one with fast return on investment (depending on the required light level in the shop).



Comparable light levels after 2000 burning hours



Philips luminaires with MASTERColour CDM Elite lamps make retail outlets irresistible – and keep them that way. At the same time they reduce both costs and environmental impact. Ask your local Philips representative to work out how much your store(s) can save. For more information on Philips luminaires and lamps: www.philips.com/lighting

*Based on 15% more luminaires with LOR>70 (ArcTone) and energy price of € 0.12 per kWh.



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