

The Philips logo is displayed in blue capital letters on a white background within a rounded rectangle.

Outdoor lighting

Bingo BiH



Case study

Great shopping experiences with the perfect light

Bihać, Bosnia and Herzegovina



Fast Facts

Location: Bihać, Bosnia and Herzegovina

Project: Bingo Hipermarket Bihać

Luminaires: Coreline trunking, Coreline waterproof Luxspace, Luxspace accent, Greenspace (IP20, IP44), Dynalite, ECOSTYLE, STYLID, Coreline SM120V, Coreline RC120B, Clearflood, Clearway and Metronomis LED

Project partner: Elios

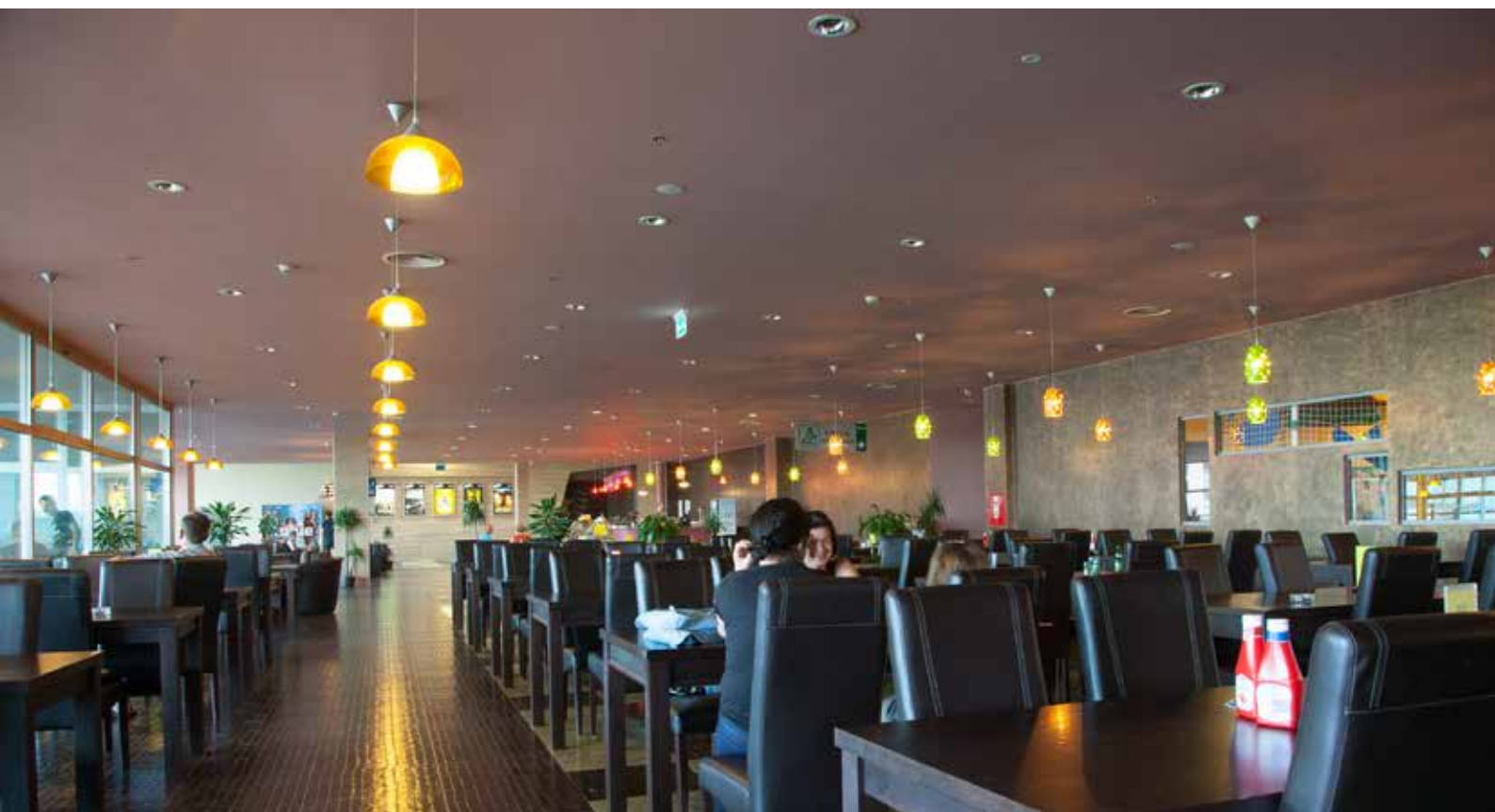
Project Support/Project Responsible: Jasenko Čauš



The challenge:

Bingo is the largest domestically-owned grocery retailer in Bosnia Herzegovina focusing on offering consumers the best prices and presenting itself as the protector of domestic manufacturers. Bingo has more than 100 minimarkets, supermarkets, hypermarkets and one shopping center as biggest one. Bingo's core values are the preservation of nature and environment and customer care, offering the highest product quality and the most pleasant shopping experience. Bingo was opening a new hypermarket in Bihać.

Management wanted to find a lighting solution that would be sustainable, and give the store a unique character. An LED concept was the answer. Our next-generation fixtures provide illumination that feels like daylight, giving the store an outside market feel.



“ All of our requirements have been fully met. Now our store has an appealing ambiance and thanks to Philips lighting system all our products look fresh and of excellent quality.”





The solution:
Whether for a new facility or renovation of an existing space, customers want lighting solutions that provide quality of light and substantial energy and maintenance savings.

The new CoreLine Trunking range of LED products can be used to replace general lighting.

At the heart of CoreLine's high-quality light output is LED technology. Lasting up to 50,000 hours, its long lifecycle helps your team to work without disruptions, and guarantees you spend less on maintaining light sources. The extended service life helps reduce maintenance costs and protect the environment.

Light has the power to influence the customer choice and perception about a product and also contributes to the general mood when he goes to the store. So, it has been pursued the installation of the best possible solutions that provide the perfect light for the exposed goods, that makes them look perfect. Also, these lights must create the impression of wide, airy space in order to provide a pleasant atmosphere; a place where the customers feel like they can spend hours looking for the desired product.

Generally, for large spaces such as hypermarkets or supermarkets, the most appropriate lighting solutions are those which provide a quality of light and substantial energy and maintenance savings. These solutions represent the best choice, whereas the process of selecting, installing and maintaining is so easy. These solutions provide a high efficiency enabling energy savings of more than 50%, an attractive investment level and fast payback.

A pleasant light for the customers





