

PHILIPS

Indoor lighting

Kaufland CRO



Case study

Tasteful experiences through the ideal lighting



The perfect lighting system influences the customer decision
Kaufland, Zagreb, Croatia



Fast Facts

Client: Kaufland

Location: Zagreb, Croatia

Luminaires: Maxos LED,
Celino LED, Smart form,
StyliD, Luxspace,
Pacific LED, Vaya Flood,
BBB995 Skateboard

Project: Kaufland Zagrebačka

Project partner: ELOS d.o.o.

**Project Support/Project
Responsible:** Viktor Segedi



Background information

The roots of Kaufland lie in Germany, where they are today one of the leading retail chains, food products and consumer goods. In 2001 Kaufland opened the first store in Croatia. This Kaufland project was opened in November 2014 in Zagreb as their 33rd store in the Croatian market.

Kaufland is Philips Lighting IKA. The client is satisfied with the cooperation with Philips because he can see benefits on energy saving and store modernization. LED lighting is very effective solution in store environments. First of all, Kaufland should have significant energy savings, since using LED lighting can help save more than 35% energy.

The first criteria is the quality of the lighting system and the second is the calculation of investment return. Kaufland is aware of responsibility towards the environment, and they involve it in all its business activities. Also, is important that the environmental friendliness and easy maintenance of LED lights increase their lifespan. When it is time to replace the lights, individual panels can be easily replaced with new ones.



The challenge

Nowadays, retailers have to balance the rise in energy costs with the provision of attractive sales spaces, which are comfortable for both customers and staff. The biggest challenge it was the price fight with Trilux for getting this project, but Philips products met Kauflands requirements: value for money, a good level of lighting and a long service.

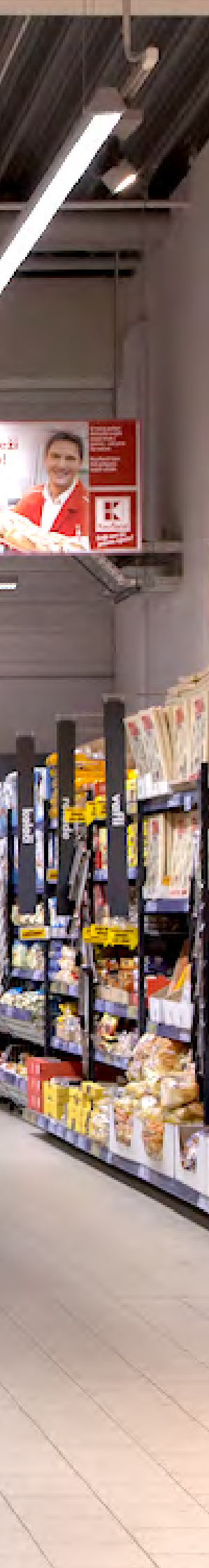


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| 6.99 | 14.99 |

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The solution
**Philips provided
a total lighting
solution for the
building, that
focused on
sustainability and a
reduction in energy
consumption and
maintenance costs.**

A range of Philips LED luminaires were selected to provide optimum lighting performance in different areas of the store.

Advantages

The new lighting system makes it easier for customer to find their way through the aisles, to see and find easier the desired products. The new Philips Lighting solutions provide significant energy savings.

The main thing that was important to client was short delivery time and energy saving long term. Kaufland is focused on the efficient use of available natural resources and they want to keep as lower level of environmental impact.

Over the years Kaufland has invested in a number of new technologies in its stores to reduce the operational carbon emissions, so they rely on modern, energy-efficient technologies.

An attractive sales space through a good lighting level





