



Case study EJ Menswear

Location
Philips Lighting

Grattan St, Sligo, Ireland
MASTER LEDspot MR16 10W
MASTER LEDspot AR111 10W



PHILIPS
sense and simplicity



"We are delighted with the re-lamping of our shop, we have saved significantly on our energy bill but more importantly for us we have a brighter shop with brilliant colour rendering making the products stand out on our displays."

Eamonn Cunningham, Owner, EJ Menswear



Satisfied customers and major energy savings with Philips LED lighting solution



Project info

Customer

EJ Menswear, Eamonn Cunningham

Location

Grattan St, Sligo, Ireland

Philips products

MASTER LEDspot MR16 10W

MASTER LEDspot AR111 10W

Project in partnership with

Clifford Electrical, John Clifford

- Annual saving of approx. € 6,000 per annum
- Return on Investment of 74%
- Payback of 14 months

Background

EJ Menswear is a leading Menswear retailer in the North-West of Ireland, housed in the magnificent old bank building in Grattan Street, Sligo. The huge building provides EJ's with 10,000sq ft. of retail space, along with features that could grace any of the world's major cities. EJ's prides itself on being a complete menswear experience, carrying a range to suit everyone including exclusive labels to internationally renowned brands. This is achieved with Casualwear, Suiting and Wedding and Formal Hire spread across two floors.

The challenge

Essential to this retail project was the need to reduce energy consumption from lighting without compromising on both light output and the colour rendering of merchandise. The maintenance aspect was also critical to the return on investment. The store was traditionally lit with a mix of traditional 50W AR111 lamps and MR16 spotlights, making this store highly inefficient in terms of energy consumption and both light and heat production.

The solution

A key concern for Clifford Electrical was that the LED solution was a retrofit replacement. The Philips MASTER LEDspots MR16 and AR111 had a clear advantage as they were compatible with the existing 12V transformers and fittings that were already installed. Additionally the

customer needed to be fully satisfied that the switch to LED would show the merchandise in a clear and crisp white light, improving on the light quality against traditional sources, without impacting on the aesthetics of the store. Philips MASTER LED technology offered both the light output and colour rendering required to showcase the high end fashion items to their full effect. To address the maintenance concern, the Philips MASTER LEDspot MR16 offers a lifetime of 30,000 hours and the AR111 of 45,000 hours, thus reducing lamp changes and lowering maintenance costs.

Benefits

The new lighting using Philips MASTER LED has achieved a higher lux level in the store and significant energy savings due to the reduction in heat traditionally generated by halogen lamps. This has allowed the client to reduce the usage of air conditioning units, reducing costs further. The well-being of staff has also been improved as the new lighting provides a far more pleasant environment, in particular from the reduced glare and the low level of heat generated. Financially EJ's has already started to reap the benefits that LED technology can bring. They are forecasting an annual saving of approx. € 6,000 per annum giving a Return on Investment of 74% and a payback of 14 months. Additionally the lamps will not need replacing for approximately 10 years. Finally, the quality of light and excellent colour rendering has already been noticed by customers who have commented on the look of the products within the store.



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