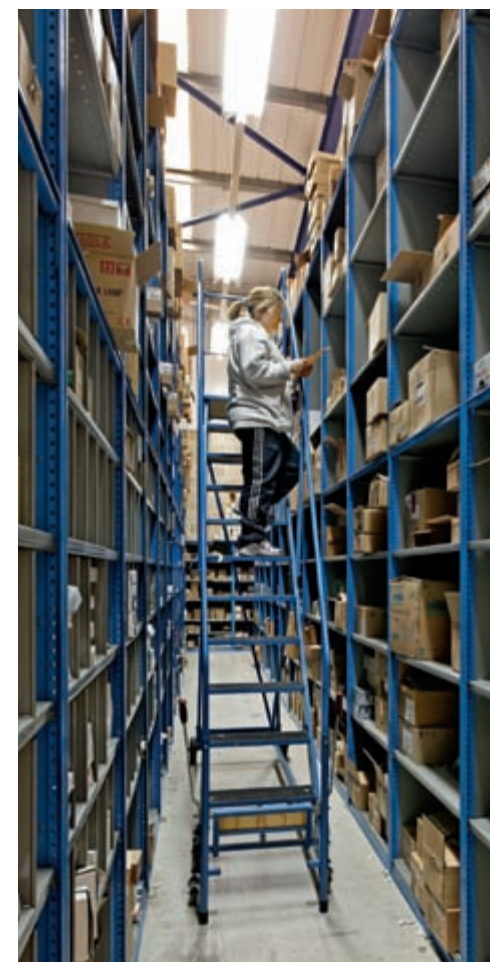


THE Lighting Standard

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MAY 2011
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LEDing the way with low energy lighting

Paul Reading of CP Lighting spoke to The Lighting Standard about the growing popularity of LED lighting...

Established in 1989, CP Lighting is a specialist lamp stockist, supplying contractors, end users and wholesalers. As well as operating a number of showrooms, the company also sells through its website (www.cp-lighting.co.uk) and is experiencing a growing demand for LED lamps and fixtures.

"With energy costs the way they are, everyone is keen to look at new technologies and LEDs form part of that range," said CP's Paul Reading. "They are not a universal

panacea for all projects but when they are chosen carefully they are a great solution.

"To address that need we stock a comprehensive range of LED lighting solutions but Philips are the most popular. I think that's partly the quality and reliability but Philips has also realised that LEDs aren't just about functionality. They have to look good and perform well. Homeowners also want dimmable lamps to help them create different ambiances" he added.

continued on page 2

A word from the editor...



Kirsty Shillabeer
Editor in chief

Welcome to the first edition of The Lighting Standard, a new publication from Philips Lighting that will give you some great ideas for helping customers cut their energy bills – along with information on the latest lighting innovations, such as LED lighting.

Of course, customers want to see a payback on their investment in energy efficiency, and on pages 4-5 we've explained how we helped Fitness First calculate the cost of ownership of their new LED lighting. There are also some tips on helping customers manage their energy better on page 8.

As you read this issue you'll also find examples of LED lighting in action and how wholesalers and distributors are helping installers make the most of LEDs. There's also an article about the training on LEDs and other aspects of lighting available at the Philips Lighting Academy.

Philips has a wide range of energy-saving LED lighting solutions and you'll find information about some of the newest products on pages 10 and 11. And don't forget to enter the competition on the back page to win a high power LED torch!

We'd like to hear what you think of The Lighting Standard, and if there are any topics you would particularly like to see covered. Please email thelightingstandard.uk@philips.com with any comments and suggestions.

continued from page 1

Clued-up contractors

Much of this demand, he explained, comes from contractors and their customers. "Some contractors continue to choose the cheapest option, perhaps because of the customer's budgets, and that tends to be mains voltage halogen. But that's not the best solution for the end user.

"In contrast, we find that the more clued-up contractors understand that they can upsell to LEDs, which is an opportunity for them to make more money while also delivering a better solution to the customer.



"People who have had bad experiences of cheap LEDs in the past are now realising you get what you pay for, so it's getting easier to sell LEDs and the Philips Cost



People who have had bad experiences of cheap LEDs in the past are now realising you get what you pay for, so it's getting easier to sell LEDs and the Philips Cost of Ownership software is a great tool for selling the benefits

Paul Reading, CP Lighting

of Ownership software is a great tool for selling the benefits. In fact, Philips has been absolutely brilliant in its support for our company," he continued.

On course for energy savings at Ascot

When Ascot racecourse decided to upgrade its lighting to improve performance and reduce energy costs, Lamp Specs (an offshoot of CP Lighting) was called in to carry out a lighting audit and propose the best solutions.

"We've worked with Ascot for a long time," Paul Reading recalled. "They have a large lighting installation and will be adversely affected by the Carbon Reduction Commitment Energy Efficiency Scheme. Also, in a high-end hospitality environment like Ascot there's no room for compromise, especially in the VIP boxes.

"So it was vital that the new lighting not only saved energy but also offered a high quality of lighting with reliable, long-life performance, good colour rendering and consistent colour appearance. Taking all of these issues into consideration, it was clear to us that Philips had the best offering of products for Ascot's requirements."

The chosen solution included a combination of retrofit Philips MASTER LEDspot GU10 into existing halogen downlight fittings, along with new Latina LED downlights. In the VIP boxes, compact fluorescent downlights were replaced with compact Philips Premium LuxSpace LED recessed downlights.

"As well as reducing its energy consumption, Ascot will now benefit from reduced maintenance costs, as the LED light sources will give a much longer life than the lamps they've replaced," Paul Reading concluded.



Compact power with LuxSpace

The Philips LuxSpace family delivers high quality lighting with extremely low power consumption. An ideal replacement for compact fluorescent downlights, LuxSpace features the latest LED technology and is available in three sizes (125mm, 150mm and 200mm cut-outs, all in round and square versions) with four outputs for maximum flexibility.



Key features:

- Up to 50% energy savings compared to traditional CFL downlights
- Consistent light output, stable colour performance and good colour rendering (Ra > 80)
- 50,000 hour lifetime
- Compact look and feel
- Output of 60 lm/W per luminaire
- Differentiation with smaller size and beam control
- UGR19 (fully office-compliant)

LED upgrade makes students brighter

Installation of LED lighting at the International Students House Bistro has doubled lighting levels, reduced power consumption by 84%, delivered savings of over £1,000 per annum and cut carbon emissions by nearly 6,300kg a year.



International Students House (ISH) is located in central London close to Regents Park and provides accommodation for university students and interns in Britain, as well as overseas students from more than 100 different countries, who choose to study in London.

ISH has a strong commitment to sustainability and in recent years has invested heavily in reducing its carbon emissions and environmental impact. "As well as upgrading the lighting, we've installed boiler load optimisers, voltage optimisation and we've fine-tuned the operation of our

building management system so that I can control all of the plant from a central PC," explained Chief Operating Officer David Chapman.

As well as providing accommodation, ISH offers a social and cultural centre with lectures, debates, themed suppers and culture nights. There is also less formal socialising, much of which takes place in the ISH Bistro – which serves as a large, modern restaurant during the day and a night club in the evenings. As a result, the lighting in this area can often be on from early in the morning until late at night.

In 2010, ISH carried out a complete refurbishment of the downstairs area, including the Bistro, with an investment of £180,000.



The lighting project was managed by building services maintenance company DMG Delta headed up by their technical sales manager Robert Moore. DMG Delta are the incumbent maintenance contractor for ISH, working very closely with David Chapman on the continued project of reducing energy consumption across the ISH estate. It was Robert's influence which bought in Lauren Bourne from Newey & Eyre Specialist Lamps. Through this partnership between Rob Moore & Lauren Bourne they were able to identify the best lighting solution for the bistro and other areas.

We've managed to double the lighting levels while reducing power consumption by over 80%

David Chapman, Chief Operating Officer, ISH

"Before its recent refurbishment the servery area in the Bistro was lit by compact fluorescent downlighters and it was quite a dark environment," David Chapman recalled. "So, as part of the refurbishment we were looking for higher lighting levels without increasing energy consumption. In fact, with the changes we've made, we've managed to double the lighting levels while reducing power consumption by over 80%," he continued.

"They gave us drawings of how they wanted the servery to look and it was clear that Philips Latina LED downlighters would be perfect," said Lauren Bourne, Business Development Manager for lighting with Newey & Eyre Specialist Lamps. "There are also pendant downlighters in the servery area, which were using GLS lamps and have now been retrofitted with Philips MASTER LEDbulb 8W lamps.



"The dining area, which was lit with over 100 x 50W halogen downlighters was more challenging, as we needed to brighten this space during the day and reduce energy consumption without impacting on the night club ambiance in the evenings. The answer proved to be replacing the halogen lamps with Philips MASTER LEDspot GU10 7W lamps, using the same luminaires. The whole brightening effect was enhanced by introducing lighter furniture and repainting the walls a lighter shade. When the space is used as a night club, the majority of the downlighters are switched off. The project had to be completed within a very short time frame and Philips enabled us to do this with a very quick delivery," she continued.

"I have been looking at LED lamps since they first came to the market but had been disappointed with their performance in the past. However, when I saw the Philips Latina LED downlights and the MASTER LEDlamps I was hugely impressed and we are delighted with the final result in the Bistro," David Chapman added.



Key facts and figures

- Latina LED downlights replace compact fluorescent downlighters in servery
- Pendant downlighters in servery retrofitted with Philips MASTER LEDbulb 8W
- MASTER LED GU10 7W spotlights replaced 50W halogen lamps in dining area
- Light levels doubled
- 84% reduction in power consumption
- Financial savings of £1,077 per annum
- Carbon emissions reduced by 6,296 kg per annum

Cost Of Ownership exercise gets lighting in better shape

As part of its ongoing strategy to reduce environmental impact, Fitness First has been 'working out' with electrical distributor Medlock and Philips Lighting to calculate the Cost of Ownership (COO) of LED lighting.



Established in 1993 as a single fitness club in Bournemouth, Fitness First now operates 540 clubs throughout the world, 160 of them in the UK. The company has a strong commitment to sustainability and was awarded the Carbon Trust Standard in recognition of its actions to reduce its carbon footprint.

Several years ago, as part of this sustainability strategy, Fitness First upgraded its standard halogen lamps to Philips 35W Masterline ES energy-saving halogen lamps, which also resulted in leaner energy bills.

Now, the company is considering extending its energy-fitness regime by replacing these lamps with LED light sources. To that end, its branch in St Albans, Hertfordshire will be the site of a trial installation where 45 x 35W halogen lamps will be replaced with 10W MASTER LEDspot MR16 lamps.

With our Cost of Ownership software it only takes a couple of minutes to work out all the key information

Nicky Hagan, Philips Lighting



Shaping up to energy costs

The first stage was for Philips' Nicky Hagan and Medlock Business Development Manager Peter Cooper to demonstrate how upgrading to LEDs would reduce cost of ownership. Such calculations take account of all life-cost issues, including lamp price and re-lamping costs, electricity consumption and maintenance (see separate box).

"With our Cost of Ownership software it only takes a couple of minutes to work out all the key information," Nicky Hagan explained. "You simply enter details about the old and new lamps, running times, electricity prices and the cost of re-lamping. Then the software calculates the new electricity costs, maintenance costs and carbon emissions to give a full picture of cost of ownership."

If the LEDs were replacing standard halogen lamps the savings would be even higher

Peter Cooper, Business Development Manager, Medlock



Healthy savings

In the case of this branch the Cost of Ownership software showed that by replacing halogen with LED, Fitness First would save around £365 per annum, with a payback of just over one year – with carbon emission savings of 1.6 tonnes per annum – just from replacing 45 lamps!

"I'm very impressed with the software as it makes it very easy to understand the benefits of changing the lamps," said Fitness First Maintenance Technician Nigel Pateman.

"There will also be major savings on maintenance as the LED lamps will last for about six and a half years. And any time I can save on changing lamps frees up more time to deal with other priorities."

Medlock's Peter Cooper added: "It's clear that the savings are significant even when upgrading from high efficiency halogen light sources. If the LEDs were replacing standard halogen the savings would be even higher."

I'm very impressed with the software as it makes it very easy to understand the benefits of changing the lamps

Nigel Pateman, Maintenance Technician, Fitness First

Getting the full picture with Cost Of Ownership

Calculating Cost of Ownership (COO) provides a full picture of the cost of owning a lighting installation through its life. The initial price of lamps and energy consumption are obvious costs, but it's also important to take account of the labour and lamp costs associated with re-lamping. For example, LED lamps cost more than halogen lamps but significantly reduce energy consumption and last much longer, so that overall life cycle costs are less than halogen – as shown at Fitness First.

Philips COO software provides a quick and easy way of making these calculations and can be used for both new installations and upgrades of existing installations. As such, it provides the end customer with accurate, meaningful information that can form the basis of a business decision.

Key facts and figures

- 45 x 35W halogen lamps replaced with 10W MASTER LEDspot MR16 lamps for same light output
- Colour temperature 3,000K
- Beam angle 24°
- Installed electrical load reduced by 71% (1,575W to 450W)
- Cost savings £365 a year
- Projected lamp life in this building – 6.5 years
- Payback period 1.16 years
- Carbon emissions reduced by 1.6 tonnes

Teeing off with LEDs at Hoebridge Golf Centre

Hoebridge Golf Centre in Woking, Surrey has reduced its lighting electrical load by around 90% following an upgrade to Philips MASTER LEDlamps.

Part of Burhill Golf and Leisure Ltd, Hoebridge Golf Centre was keen to improve its energy efficiency and reduce its carbon footprint as part of the Group's commitment to minimising environmental impact.

It was clear that replacing the existing halogen and compact fluorescent lighting in the reception area, clubhouse, gymnasium and pro shop would make a significant contribution to this objective with a fast return on investment.

Following consultation with Philips Lighting it was decided to install high efficiency LED fittings. As well as reducing energy consumption, the Philips MASTER LEDlamps have an average life of 40,000 hours, over five times as long as the halogen lamps previously used, so that Hoebridge will also benefit from reduced maintenance costs.

"The new lights have certainly made a vast improvement in the clubhouse," observed General Manager Mike O'Connell. "Previously we were forever replacing lamps and the lighting was fairly inconsistent around the building. The new lights give off



a much whiter and more consistent light into every corner of the clubhouse, especially in the pro shop; it's like Wembley Stadium in there now because it is so bright," he continued.

In the clubhouse, reception and Horizon gym halogen spotlights were replaced by MASTER LEDlamp GU10 light sources, while in the pro shop compact fluorescent downlighters have been replaced with Philips LuxSpace mini LED downlights. Across the project, the electrical load has been reduced by around 90%.

Just as importantly, the new lighting has maintained similar light levels while creating a pleasant and even wash of light across the spaces.

We are looking forward to making a large reduction in energy costs thanks to the new lights Mike O'Connell, General Manager

"We are extremely pleased with how the lights look and the improvements they have made. And with the lamps being low energy they help to reduce our carbon footprint. This fits in perfectly with our Environmental Policy, which has already seen us build a new reservoir to help with our irrigation. Throughout 2010 and beyond we are looking forward to making a large reduction in energy costs thanks to the new lights," Mike O'Connell concluded.



MASTER LEDlamps – a complete range of retrofit LED solutions

From a 10W GLS candle lamp to an 100W PAR 38 halogen spotlight, the Philips MASTER LEDlamp range offers low energy, high output LED alternatives for cost-effective lighting solutions in any application.

MASTER LEDlamps are ideal for retrofitting to existing luminaires – or they can be used with a wide range of Philips LED luminaires, optimised for use with these advanced light sources – such as the versatile Philips Zadora family of LED spotlights (see page 7).

However they are used, MASTER LEDlamps offer high light output with excellent colour rendering and colour consistency. The MASTER LEDspot GU10 lamps used at Hoebridge Golf Centre, for example, offer a high light output with a choice of colour temperatures – and a colour rendering index of more than 80. They are available in a choice of beam angles and offer a typical payback period of around 9 months.

High efficiency with LuxSpace mini

As illustrated at Hoebridge Golf Centre, the Philips LuxSpace mini is a perfect, low energy replacement for recessed compact fluorescent downlighters.

Designed for 150mm cut-outs, LuxSpace mini typically enables 50% energy savings over compact fluorescent downlighters and colour temperature can be selected to give a brighter, whiter light to transform an area.

LuxSpace mini is very easy to install in both new-build and replacement projects and with a lamp life of up to 50,000 hours, the end user also benefits from reduced maintenance costs – giving a fast return on investment.



Key facts and figures

- 90% reduction in installed electrical load
- Improved lighting levels and light distribution
- Long LED life delivers reduced maintenance costs
- Significant contribution to Hoebridge's sustainability policy

Old lamps	Replaced by
365 x 50W halogen spotlights	7W MASTER LEDlamps
22 x 20W halogen spotlights	4W MASTER LEDlamps
48 2 x 26W CFL downlights	33W LuxSpace mini LED downlights

Showing off

A showroom can prove invaluable in demonstrating the quality of LEDs to customers. The Lighting Standard spoke to Chris Gallop of Eyre & Elliston about his experience of LED lighting.

In mid-2010 the Christchurch branch of electrical wholesale distributor Eyre & Elliston decided to put its weight behind LED lighting, resulting in a completely redesigned showroom which now features around 95% LED lighting.

“The new showroom has gone down very well with customers as it gives them an opportunity to see the latest LED lighting. People tend not to believe how good these products are until they see them in action, so having a demonstration area makes our job a lot easier,” explained Assistant Branch Manager Chris Gallop.

“Two to three years ago we predicted that LED lighting would be big and we wanted to be leading the way. Initially we went with a different brand but we were very disappointed with the high rate of returns. Then we were introduced to Philips LED products and have been very impressed with them. We also had good reports about them from our customers.

“We hadn’t dealt with Philips for several years, but having renewed our association and entering into a partnership with them we’ve been very pleased by the level of support they’ve given us.

We are working with contractors to help them educate their customers and we’re making good progress Chris Gallop, Eyre & Elliston



Selling the LED concept

The types of project that are now making use of LEDs range from refurbishment/ retrofit to new build installations, some simply changing lamps while others involve installation of new LED luminaires. Looking ahead, Chris Gallop predicts that LEDs will displace their compact fluorescent lamp (CFL) sales. So we wondered if selling LED light sources was the same as other light sources.

“Price can be an issue as LED products are more expensive than traditional products. So we’ve had to change our approach and there’s been a learning curve for our staff. But once we explain the cost of ownership at the counter – and can prove to customers in just a few minutes how much they will save – they quickly see the benefits of upgrading their lighting installations,” Chris Gallop explained.

“We find that most of our LED sales are for commercial projects where maintenance costs for re-lamping are an issue. It’s a different proposition for domestic customers, and much slower moving. However, we are working with contractors to help them educate their customers and we’re making good progress” he continued.

People tend not to believe how good these products are until they see them in action Chris Gallop, Eyre & Elliston



Versatile Zadora

Popular in the contractor market is the Philips Zadora MASTER LEDspot kit – a family of LED downlights that is quick to install and offers massive energy savings compared to halogen.

Each easy-to-fit kit includes luminaires and lamps in one box, offering fixed, adjustable, fire-rated and IP44 rated options. At the heart of each of these solutions is the Philips MASTER LEDlamp, which lasts for 40,000 hours and will save customers up to 85% on their energy bills. That means they will often achieve a payback in less than 2 years in typical applications, when replacing halogen downlights.



F.A.Qs



The featured lamp in this issue of The Lighting Standard is the Philips MASTER TL-D Power Saver Set – the ideal energy-saving replacement following the ban of standard TL-D halophosphate fluorescent lamps last April.

The Power Saver Set includes both lamp and electronic dimming starter, typically delivering over 30% energy savings compared to halophosphate lamps.

Can I use the Power Saver Set Starter separately?

No, the MASTER TL-D Power Saver Set is designed as a lamp-starter combination.

What is the effect on lifetime when using a Power Saver Set?

The lifetime of the Power Saver Set is 20,000 hours (3 hour switching cycle). This is equal to a MASTER TL-D Super 80 lamp on electronic gear.

What is the effect on colour rendering when using the Power Saver Set?

The MASTER TL-D Power Saver Set lamp has the same colour rendering as the MASTER TL-D 80 lamp which, with a colour rendering index (CRI) of over 80, is much higher than TL-D Standard lamps – so colours look more natural.

What is the lumen maintenance of the MASTER TL-D Power Saver Set?

The MASTER TL-D Power Saver Set lamp has the same lumen maintenance as the MASTER TL-D 80 lamp, which is much better than the TL-D Standard lamp. The lumen output over the lifetime of the system will be maintained to at least 90%.

What is the effect on the light output when installing the Power Saver Set in an installation with TL-D Standard colour lamps?

The light output of the MASTER TL-D Power Saver Set will be equal to or higher than the light output of the current TL-D Standard colour lamp.

Can I use the Power Saver Set on all electromagnetic control gear?

The MASTER TL-D Power Saver Set is only suitable for 220-240V 50Hz systems which fulfil IEC requirements.

Green is good

Katy Bryan, Sustainability Manager with Philips Lighting, explains how legislation and energy prices are focusing attention on energy efficiency.



Cutting carbon emissions and minimising damage to the environment has never been more important to businesses and individuals

And one of the things Philips is really good at is helping contractors, specifiers and wholesalers improve energy efficiency for their end customers. This is both through our energy-efficient products and by offering

practical advice and guidance on wider energy issues, such as legislation.

One such piece of legislation is the Carbon Reduction Commitment Energy Efficiency Scheme (CRC EES), which affects public sector organisations and businesses using more than 6,000MWh of electricity per annum.

Originally the CRC EES was designed to be a carbon trading scheme where good energy performers were rewarded from the financial penalties imposed on poor energy performers. However, the coalition government's Comprehensive Spending Review last October changed the emphasis and made it effectively a tax on carbon emissions – so there are even stronger incentives to save energy!

Participants in the CRC EES will need to measure their carbon emissions annually and, starting in 2012, they will need to buy allowances to cover their emissions for the previous year. At the time of going to print the cost of allowances is expected to be £12 per tonne of carbon dioxide emitted, potentially increasing energy costs by 5-10% for those organisations taking part in the

CRC EES. So for a typical supermarket this could add as much as £6,000 a year to their energy bill.

On top of that, a league table, showing how businesses are managing their carbon emissions, will be publicly available, so this will affect their reputation and image.

The key to finding the best way to help your customers is to understand their lighting energy consumption and then calculate the Cost of Ownership (see page 4) of their existing installation. Then compare it to the Cost of Ownership of an upgraded installation to see how much money and CO₂ emissions will be saved. If they are in the CRC EES don't forget to deduct £12 for every tonne of CO₂ that will be saved by the new lighting scheme and add these to the electricity savings.

Below, I've described three easy steps to successful energy management that will help you guide your customers to improving their energy performance.

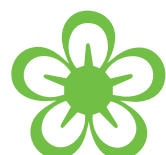
If there are any other environmental issues you would like to see covered in future issues of The Lighting Standard, please let your Philips key account manager know.

3 steps to effective energy management



Step 1

Work with your customer to measure and monitor energy consumption and identify where energy is potentially being wasted (e.g. old lighting systems with limited controls), as these will be the first areas to address. Set targets for future energy consumption based on the practical measures that can be taken to reduce it.



Step 2

Collaborate with your customers to understand their business objectives, assess their current lighting system performance and develop a solution that saves energy without compromising on management priorities.



Step 3

Encourage your customers to continue monitoring their savings and to 'shout about' their successes to their colleagues and other interested parties. Energy and CO₂ savings are often a feature of a company's sustainability statement and annual report.

Getting the knowLEDge at the PLA

The Philips Lighting Academy (PLA), at the company's headquarters in Guildford, is equipped to educate and inform visitors about every aspect of lighting for all applications.



Keeping wholesalers up to speed

The PLA is also popular with wholesalers, who need to keep up to speed with the technology and related legislation. "The training at the PLA is very informative and helps us keep our staff abreast of developments so they can help our customers," said Mark Ellis, Purchasing Director with wholesaler Kew Electrical. "There is now a much stronger demand for LEDs, mostly from the residential side, but we're also seeing more interest from the specification sector. We like to be proactive in promoting the benefits of LEDs to contractor customers and this is beginning to have an effect," he continued.

Philips Regional Account Manager Carol Firth summed up the benefits of the PLA for her customers: "There is a lot of interest in LEDs and our customers want to be sure they don't get left behind. The PLA is far more effective at demonstrating the real potential for LEDs than taking a small LED demo unit to site. So once people have seen it they want to come back – and bring their customers," she concluded.

The PLA experience

The PLA offers a wide range of 'off the shelf' training modules, and courses can also be tailored to meet particular needs – such as specific types of lighting product, applications or specific market sectors (e.g. retail, office, hospitality, outdoor, healthcare).

Standard training modules include:

1. Principles of lighting
2. LED innovation
 - LED technology
 - Retrofit LED solutions
 - Indoor luminaires
 - Outdoor luminaires
 - Future of LED
3. Legislation
4. Lighting controls
 - Dimming capabilities
 - Energy saving



The PLA is increasingly being used to demonstrate the latest advances in LED lighting to contractors, wholesalers and their end user customers.

"LEDs have made a major impact in the last couple of years and the technology has moved much faster than most people were anticipating. There's a big 'wow' factor when people actually experience LED lighting at the PLA," noted trainer Brian Charman. "We also have many more end users visiting the PLA than used to be the case, rising from 19% of visitors in 2009 to 43% in 2010."

However, it's not just about demonstrating the lighting, as fellow trainer Sam Dearden observed: "Legislation and the need to reduce carbon are also big factors and we can quickly demonstrate the results of different actions using our Cost of Ownership calculators. The PLA is also used regularly to explain the general principles of lighting, covering all types of light source," he explained.



LED lighting in action

"The PLA is probably the only place in the country where you can see a full range of LEDs in a practical environment," adds Alan Syme, Technical Solutions Manager with MITIE, who often takes clients to visit the PLA. "It's important for people to see the latest LEDs and the quality that is achievable across all types of projects, because many of our clients have had bad experiences of poorer quality LEDs on the market."

One of those visiting clients was Dianne Champion, Head of Environmental Management at the Scottish Government. "This was my first experience of LED technology and I now understand a lot more about it and the revolution it's bringing to lighting. The whole package of presentations for learning and understanding hit the mark perfectly," she recalled.

Top 10 tips for selling LEDs...

- 1 Understand what the customer wants to achieve e.g. – energy/cost/carbon savings, improved lighting.
- 2 Assess the current lighting and identify where LEDs will offer improved performance – as retrofit into existing fittings or by replacing fittings.
- 3 Try to establish typical times for the lighting to be on in each area.
- 4 Remember to quote lifetime and lumen maintenance to the customer as both are important.
- 5 Use kWh figures to calculate the reduced electrical costs based on the electricity tariff the customer is paying.
- 6 Highlight the financial savings by demonstrating how quickly LEDs will pay for themselves, and carry on delivering savings beyond the payback period.
- 7 Mention the environmental benefits so the customer understands they are 'being green' as well as saving money.
- 8 Point out the longer life and the reduced hassle of changing lamps.
- 9 Demonstrate a modern Philips LED lamp so the customer can experience the light output, especially if they've had experience of poor quality LEDs in the past.
- 10 Make sure you are offering high quality Philips LEDs to avoid call-backs and disappointed customers.

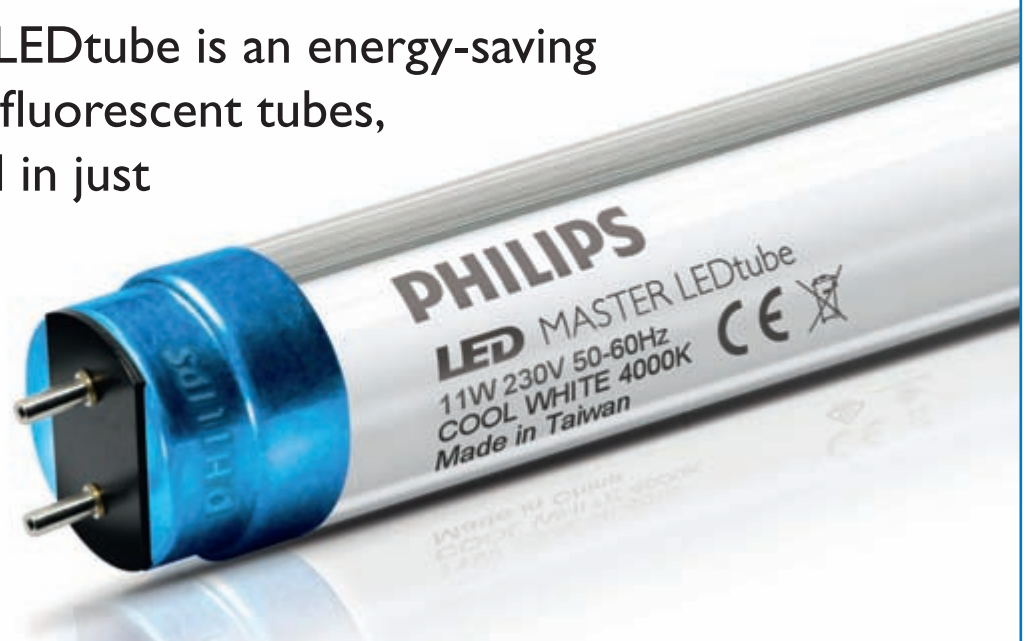
Appearing soon at a wholesaler near you

A 'sneak preview' of some of the exciting new Philips products due to be launched very soon.

MASTER LEDtube – an LED upgrade for fluorescent tubes

The Philips MASTER LEDtube is an energy-saving replacement for TLD fluorescent tubes, which can be installed in just a few minutes, using existing luminaires.

Exploiting all of the benefits of the latest LED lighting technologies, these innovative lamps offer end users major sustainability and performance benefits



Key benefits

- ✓ Up to 50% energy savings compared to TLD tubes with electromagnetic ballast (including ballast losses) – see below.
- ✓ 40,000 hour lifetime, much longer than standard TLD tubes
- ✓ Reduces Cost of Ownership (see page 4/5)
- ✓ Instant 'on' with no flicker or buzz
- ✓ Over 30% increase in optical application efficiency
- ✓ 11W, 17W, 22W and 25W versions (replacing 22W, 34W, 44W and 70W fluorescent respectively)
- ✓ 600mm (2ft), 900mm (3ft), 1200mm (4ft) and 1500mm (5ft) lengths
- ✓ Available in 4000K and 6500K colour temperatures
- ✓ Safe and reliable system
- ✓ High colour rendering (>80) compared to standard TLD (63)
- ✓ No mercury, safe disposal at end of life (RoHS compliant)

One light source for many applications

As an advanced alternative to classic linear fluorescent lamps, MASTER LEDtube is ideal for a wide range of applications where fluorescent is currently in use, including:

- ✓ Offices
- ✓ Supermarkets and shops
- ✓ Corridors, toilets etc.
- ✓ Storage areas
- ✓ Industrial areas
- ✓ Railway stations
- ✓ Outdoor applications in fittings with suitable IP rating

Easy to install

The Philips MASTER LEDtube takes just a few minutes to install and is compatible with all lighting fixtures with standard G13 bi-pin lampholders. Where non-standard bi-pin lampholders are in use, these may need to be replaced.

Operating on mains voltage

Philips MASTER LEDtube primarily operates directly on mains voltage but, thanks to an integral safety starter, it can also run with existing electromagnetic ballasts remaining in the input circuit as long as the ballast is compliant with Safety Standard EN61347-2-8. If high frequency (HF) ballasts are in use, these will need to be bypassed.

Ballast losses = less energy

When comparing the energy consumption of fluorescent and LED lighting it's important to take account of the power consumed by the ballasts and the fluorescent lamps (ballast losses). This will enable you to give the end customer a clearer picture of potential energy savings.

For example, a 36W TLD fluorescent lamp with electromagnetic control gear will typically consume 44W. LED lighting systems do not require ballasts, so a 22W MASTER LEDtube will have half the power consumption while giving the same light output.

LED spotlights for AR111 low voltage fittings

The new MASTER LEDspot 10W LV AR111 lamp provides a quick, energy-efficient replacement for low voltage 50W AR111 halogen spotlights, using existing fittings and transformers.

As such, it offers a fast way to reduce energy consumption and carbon footprint in a wide range of applications, including:

- * Shop display lighting
- * Hotel lobbies
- * Bars and restaurants
- * Accent lighting in reception areas
- * Kitchens and bathrooms



Key features

- | | |
|---|--|
| ① 10W LED replaces 50W halogen with no compromise on light quality | ⑤ Retrofittable with G53 socket |
| ② 80% energy savings | ⑥ 45,000 hour life for reduced maintenance costs |
| ③ Reduces Cost of Ownership (see pages 4-5) | ⑦ 24° and 40° beam angles |
| ④ Patented intelligent driver ensures compatibility with around 99% of existing electronic halogen transformers | ⑧ 2700K and 3000K colour temperatures |
| | ⑨ Colour rendering index >80 |

* Adding sparkle with LED candle lamps

* Award-winning Philips Novallure 3W LED candle lamps are a low energy replacement for 15W halogen candle lamps, bringing a true sparkle to chandeliers and other decorative light fittings.

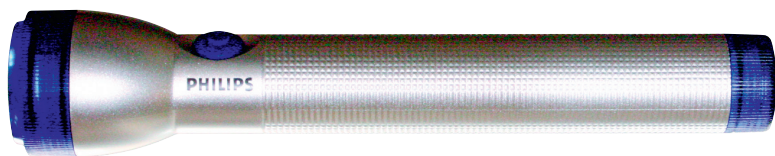
These dimmable lamps are available with either an SES or SBC base in clear and deliver a 'true warm white' (2700K) light throughout their 20,000 hour life.



Key features

- | | |
|---|---|
| ① 80% energy saving compared to halogen | ⑤ Dimmable |
| ② SBC or SES lamp base | ⑥ True warm white 2700K |
| ③ Simple retrofit | ⑦ Colour rendering index >80 |
| ④ Unique sparkling effect | ⑧ Reduces Cost of Ownership (see pages 4-5) |

Win a Philips LED torch



Super bright, low energy and really really useful.
What's more, we've got 40 to give away.

Simply complete the word search below and the 15 leftover letters will spell out a three word term. Then email your answer and contact details* to thelightingstandard.uk@philips.com and the first 40 correct answers will win one of these brilliant little gadgets. All words read in any direction but always in a straight line. Good luck!

a m b i a n c e y c
d l i g h t i n g r
v o l t a g e n o e
a e w o s s t e l l
n l o n f a w e o l
c p o w l v e r n a
e m l i v i n g h t
d i m m i n g n c s
e s r s h g i h e n
p d e l e d a r t i

Advanced
Ambiance
Dimming
Downlight
Green
Installer
Lighting
Living
New
Saving
Simple
Technology
Trade LED
Voltage

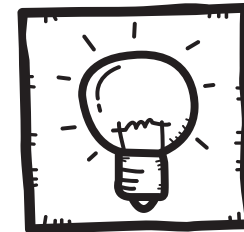
* Philips will not pass on your details to any third parties.

COMPETITION TERMS AND CONDITIONS

- The promoter of this competition is Philips Electronics UK Limited (Company number: 446897).
- Entry to the competition is open only to persons of 18 years or over at the time of entry who are resident in the UK but excluding employees of Philips Electronics UK Limited, their families and anyone professionally connected to the promotion.
- By entering the competition you agree to be bound by these terms and conditions.
- To enter, please email your answers to thelightingstandard.uk@philips.com. Philips will not be responsible for any entries which are not received.
- Entries should be submitted no later than midday on 17 June 2011 to be included in the competition. Incomplete entries shall be subject to disqualification.
- Only one entry per person email address is permitted.
- We reserve the right to disqualify or reject any entry we believe to be in conflict with our promotion or not made in good faith or on other reasonable grounds.
- The first 40 correct answers will be sent an LED Torch.
- Cash alternatives are not offered in respect of any prizes unless separately agreed in writing.
- The winners shall be drawn at random, on or around 22 July 2011, from all correct entries received by the closing date. The draw will be conducted in accordance with the laws of chance and will be independently supervised. If an incorrect or non-confirming entry is drawn it shall be disqualified and shall not be awarded a prize.

- Notification shall be sent to competition winners no later than seven days after the completion of the draw. Notification shall take place by letter, email or SMS using the contact details supplied and such notification shall set out the procedure for claiming prizes.
- Prizes must be claimed within 6 weeks of the date of notification. All rights to prizes not claimed within this period shall be lost. Prize winners may need to verify their proper identity before claiming prizes.
- Prize winners may be required to participate in publicity without additional compensation; however reasonable expenses will be paid for provided the prior written consent of Philips Electronics UK Limited is obtained.
- Names of prize winners shall be made available to entrants on receipt of a written request enclosing a stamped self-addressed envelope to: Philips Centre, Guildford Business Park, Guildford, Surrey GU2 8XH, United Kingdom.
- No correspondence, except for notification of prizes, shall be entered into.
- We may cancel or amend the terms of this competition and promotion at any time by publishing notice of the relevant details.
- We shall not be liable for any delay or failure to perform due to any event beyond our control.
- You may not transfer or otherwise deal with any of your rights or obligations acquired under or in connection with these terms and conditions.
- These terms and conditions will be interpreted in accordance with the laws of England.
- Your personal data will only be used for the purpose of administering this competition. No data will be retained or passed on to third parties.

Fancy a chat? We'd love to come and see you!



With products, legislation and customer requirements changing all the time it's always good to know you've got the most up-to-date information and knowledge.

Drop us an email and one of our representatives will arrange a time convenient for you to discuss any requirements you may have, or simply just to keep you informed about the current solutions available.

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Want to be in the next edition of The Lighting Standard?

If you have any news we want to hear about it.

Maybe you would like to tell us about a recent project you have worked on or recently completed?

Or maybe you have an idea for a feature you would like to see in the next issue?

Maybe you would like us to come and see your trade counter and see what a day in your life is like?

Please get in touch and let us know, this paper is intended for you so we really want to hear what you have to say.

Maybe you have specific technical questions that you'd like answered?

Please email us today with your thoughts:

thelightingstandard.uk@philips.com



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