



Case study

# 't Saloon

Location  
Philips Lighting

Heist-op-den-Berg, Belgium  
Philips MASTERColour CDM-R mini

**PHILIPS**  
sense and simplicity

“It has greatly improved the look of our shop and the clothes we sell – and it has drastically cut operating costs”.

Frie Verlinden - owner of 't Saloon



# Philips MASTERColour CDM-R mini boosts image in Belgian designer clothing store



Old Halogen lamps

New CDM-R mini lamps

## Fast Facts

### Project

't Saloon

### Location

Heist op den Berg (prov. Antwerp) Belgium

### Light sources

Philips MASTERColour CDM-R mini

### Project Team led by

Leo Mariën

## Background

't Saloon, in the Belgian town of Heist-op-den-Berg, was founded some 40 years ago by the current owner's father; in a space measuring just 40 m<sup>2</sup>; today, under the guidance of Frie Verlinden, it has grown into a reputable store for the better designer brands, such as Armani, Boss, Pierre Cardin, Xandres, Gigue and Pauline-B. The shop now covers nearly 350 m<sup>2</sup>, catering to both men and women.

## The challenge

't Saloon had installed a lighting system based on halogen several years ago, but the quality of the light no longer created the ambiance associated with the brands on sale nor was it as cost-efficient with energy as it could be. What's more, it also generated considerable heat in the store - something that was particularly uncomfortable during the summer months - and the air-conditioning required also added to the energy bill.

## The solution

Leo Mariën, lighting developer with Philips Turnhout, was a regular customer of 't Saloon, and, when he heard of the problems Mr. Verlinden was facing, he suggested refitting the shop with Philips MASTERColour CDM-R mini. A one-on-one replacement was undertaken throughout the store and - together with repainting the shop under the guidance of a colour specialist - a completely different ambiance has been created.

Incidentally, the lamps are directed in such a way that they provide soft lighting to the clothing on the shelves, but when the article is removed, the lighting then reveals the garment's true colours.

The newly installed Philips MASTERColour CDM-R mini system has a high optical yield, yet they are extremely compact, making them ideal in such surroundings. They have also drastically reduced operating costs. The Philips MASTERColour CDM-R mini system uses around 20W per light source, compared to around 60W used previously. In addition, the life of the lamps is up to 4 times longer than the original halogen solution and because they generate so little heat, there are also cost-savings.

## The benefits

"For me, the benefits are two-fold," says owner Frie Verlinden. "First, the image of my shop has been greatly improved. The ambiance now matches the sort of brands I sell here. The light is crisp and bright, highlighting the colours of the clothes. And secondly - but of considerable importance to me as owner - the energy bill is much lower and I need virtually no maintenance." Cost of ownership has been radically reduced - which is reflected by lower energy consumption, less heat generation, and, thanks to the much longer life of the lamps, hardly any maintenance is required.



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Date of release: 10/08 UK 3222 635 57721  
Printed in the Netherlands