

“For me, the benefits are two-fold. First the image of my shop is greatly improved. The ambiance now matches the sort of brands I sell here with crisp, bright light that highlights the colours of the clothes. And secondly the energy bill is much lower and I need virtually no maintenance.”

Frie Verlinden, 't Saloon, Heist op den Berg, Belgium



Mini design with maximum sparkle

Philips MASTERColour CDM-R Mini. The mini reflector lamp that excels in quality and efficiency.



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PHILIPS
sense and simplicity

Lamps that sparkle with quality and save energy

Philips MASTERColour CDM-R Mini is the miniature reflector lamp from Philips that's making a big impression in retail stores. Being part of the Philips MASTERColour CDM family, the Mini range offers unrivalled light quality. Its crisp, white light is generated at illumination levels up to three times higher than alternatives such as halogen, giving goods - and especially clothing, footwear and fashion accessories - an added vibrancy. The perfect combination of excellent quality and lower running costs - all in a tiny lamp that's retrofittable with halogen luminaires.

Now small really is beautiful

Philips MASTERColour CDM-R Mini brings you the best of both worlds when it comes to retail lighting. The compact, 50mm reflector lamp allows you to capitalise on the trend for unobtrusive and more aesthetically pleasing luminaire designs. Or you can retrofit into your existing designs with the minimum of hassle. Most low voltage halogen reflector luminaires can be adapted without incurring high development costs. No critical optical design. No hassle. Just switch to optimum performance in a 50 mm reflector lamp and light up your store, while saving up to 60% energy versus halogen lighting solutions.

Philips MASTERColour CDM-R Mini:

- Compact, discreet lighting design
- Three times brighter than halogen
- Consumes 60% less power than halogen
- Retrofittable with minimum modification
- Twist and lock connection for easy installation
- Longer life and lower running costs
- Operates on Philips HID PrimaVision Mini gear



More sparkle for retail lighting

The Philips MASTERColour CDM-R Mini may be small in size, but it's up to three times as bright as halogen equivalents. That means you can create sensational displays with high quality, sparkling white light in any number of applications. Clothing and shoes take on a new vibrancy, furniture and accessories shine and jewellery is displayed at its most dazzling. With its excellent colour stability, high lumen output and beam intensity, the Philips MASTERColour CDM-R Mini puts everything in the spotlight.

A longer life and lower running costs

As you'd expect from a CDM lamp, Philips MASTERColour CDM-R Mini comes with a 4 times longer lifespan and far lower heat generation than halogen equivalents. Together with Philips HID PrimaVision Mini Gear, it also consumes up to 60% less energy making it the ideal solution for fabulous retail lighting with very low running costs. A small switch that could bring you big savings over the lifetime of each lamp.

Designed for easy installation and maintenance

Thanks to the proven GX10 twist and lock system they're also easy to install. Suitable for open luminaires, they simply twist and lock into place making maintenance or routine replacement simplicity itself.



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

Energy cost comparison versus Halogen

	Halogen Accenline 50W 24D	MASTERColour CDM-R mini 20W 24D
Beam intensity (cd)	2500	3500
Lifetime (h)	3000	12000
Energy Consumption (W)	55	24
Burning hours (h)	4000	4000
Energy consumption at 4.000 burning hours p/y (kw/h)*	220	96
Energy Cost (kw/h)	0.10	0.10
Energy costs p/y** (€)	22	9.6

* Different per country.

** The lamp is now available in 20W.

CDM-R Mini	Beam Angle	Cap	Colour temp. (K)	Beam Intensity (cd)	CRI	Survival 50% (h)
CDM-R Mini 20W 830 10D	10	GX10	3000	11000	87	12000
CDM-R Mini 20W 830 25D	25	GX10	3000	3500	87	12000
CDM-R Mini 20W 830 40D	40	GX10	3000	1700	87	12000

* Recommend to use Philips HID PrimaVision Mini Gear for optimal performance, but any other electronic gear suitable for GX10 compact HID lamps can also be used

Light up your store

Are you ready to make the switch? To find out more about the Philips MASTERColour CDM-R Mini and how it can make your retail environments sparkle, contact your local Philips representative or visit www.philips.com/mastercolour