



Case study **GENERALI** Group

Location
Philips Lighting

MASTER LED 7W



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03/09

PHILIPS
sense and simplicity



“GENERALI wants sustainable, energy-efficient solutions that offer a high level of comfort. MASTER LED meets these requirements. The warm light does not produce any glare and makes employees and visitors feel as if they are at home.”

Didier Gason, real estate manager

GENERALI Group first to install super-efficient MASTER LED 7 W in Belgium



Fast facts

Customer

GENERALI Group

Location

Brussels, Belgium

Architect

Didier Gason, real estate manager

Electrical contractor

Jean-Claude Metens

Decoration

Laurent Gouty (LOAX)

Philips products

MASTER LED 7 W GU 10

Philips account manager

Dirk Vervaecke

Background

With sites in 42 countries and over 58,000 employees, the GENERALI Group is the third-largest insurance company in Europe. As well as focusing on the quality of its service provision, sustainability is also a priority for the Group.

The challenge

The Facility Management service was looking for energy-efficient general lighting to replace the existing lighting in two of the GENERALI Group sites in Brussels – the offices in the Louizalaan and on the Boulevard du Soeverain. The company wanted to replace the general lighting in the toilet facilities in the office building in the Louizalaan and in all corridors, lift areas and halls in the office building on the Boulevard du Soeverain. The GENERALI Group had already achieved significant savings on energy by replacing the 35 W lamps with the improved Philips MASTERLine 20 W halogen lamps. This is why they approached Philips and asked them to come up with another energy-efficient solution.

The solution

After a successful test, the Philips MASTER LED 7 W GU10 turned out to be the best alternative. This makes the GENERALI Group the first in Belgium to install MASTER LED for general lighting. Fifty lamps were installed in all of the toilet facilities in the offices in the Louizalaan.

A total of 350 lamps were installed in all of the corridors, lift areas and halls in the offices on the Boulevard du Soeverain. The lamps were fitted in Philips Zadora recessed luminaires and produce a wonderful warm-white light with a 25° beam.

Benefits

The advantages of the MASTER LED 7 W compared with other conventional lamps are really quite significant. The long lifetime, for example, is particularly striking (MASTER LED: 45,000 burning hours; MASTERLine 20 W halogen lamp: 5,000 burning hours; standard halogen lamp: 3,000 burning hours). **If the lamps burn for 18 hours a day, the GENERALI Group will have recouped this investment within one year!** In addition to substantial energy savings generated by the lamp itself, MASTER LED also helps to reduce the amount of energy that is required to cool these spaces because it gives off a lot less heat than its predecessor. In comparison with a conventional 35 W lamp, the difference is even greater. By choosing the MASTER LED 7 W, the GENERALI Group has therefore done itself and the environment a great service. Didier Gason, the real estate manager, had this to say: **“GENERALI wants sustainable, energy-efficient solutions that offer a high level of comfort. MASTER LED fulfils these requirements.** The warm light does not produce any glare and makes employees and visitors feel like they are at home.”