



Case study REALIA Tower Madrid

Location
Philips Lighting

Madrid, Spain
MASTER LED 7W GU10



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PHILIPS
sense and simplicity



"The Philips MASTER LED improved the lighting of the rooms. The temperature in the rooms also dropped by 2°C, which led to a substantial saving on air conditioning."

Ignacio Alonso Montoya, REALIA

Philips MASTER LED in REALIA tower increases atmosphere while saving energy

Fast facts

Client

REALIA Property Group

Project

REALIA Tower, Puerta de Europa complex

Location

Madrid, Spain

Luminaires and controls

Halogen rings

Light sources

MASTER LED 7W GU10

People responsible

Ignacio Alonso Montoya, REALIA

Cesar Gómez Castilla, FM & Vargas

Pedro Alfayé, Technical lighting promoter



Background

The business objective of the REALIA Group is to promote, manage and exploit all kinds of property, including commercial, recreational and leisure centers. Before the client turned to Philips, the company had 50W halogen lamps installed, in addition to the 12W electromagnetic transformer (making a total of 65W for the installation), which meant that there were very high maintenance costs. What the client wanted to do was save energy and reduce the temperature of its lighting installations and, in doing so, virtually eliminate maintenance costs.

The challenge

This consisted of improving the appearance of the building, whilst maintaining the level of lighting and reducing energy consumption. The REALIA Tower of the Puerta de Europa complex was therefore converted into the first office building in Europe to use MASTER LED technology. The client opted for this type of installation, with a play on warm and cold whites, in order to create more atmosphere and highlight the marble of the walls combined with the orange color of the floor. If the figures are compared, the former office installation with halogen.

The solution

There are a total of 25 rooms, with 40 light points per room. Taking into account also the 12 lifts in the building, this meant that a total

of 1,200 light points were replaced, all by warm and cool white 25° and 40° MASTER LED 7W GU10 units. The changeover also required a change of base, since the old installation consisted of 50W halogen dichroic units with a GU5.3 base. If the electricity costs are compared, the former office installation with halogen units cost € 59,900 per year as opposed to the € 3,880 cost for the installation of LEDs. Consequently saving the client almost € 57,000 per year on electricity.

Benefits

With 45,000 hours of high-quality light, the MASTER LED range opens up a whole new world of solutions for general energy and reduce and accent lighting. MASTER LED cuts costs by preventing high maintenance expenditure, in fact virtually no maintenance is required, and it is suitable for applications involving continuous use, such as halls, passageways and car parks. Another important advantage is the reduction of CO₂ emissions, which is a great help in the fight against climate change.

Once MASTER LED had been installed in the Tower, the client noticed the following additional benefits:

- The lighting of the rooms was improved.
- The design of the walls looked more attractive since the colors of the marble were enhanced.
- The temperature in the rooms dropped by over 2°C, which led to a substantial saving on air conditioning.