



Case study reggs Amsterdam

Location
Philips Lighting

Amsterdam, Netherlands
MASTER LED



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PHILIPS
sense and simplicity



“With the Philips MASTER LED lighting our studio, we are showing that sustainability, aesthetics and functionality really can go together.”

Thomas Schuurmans, New Business Developer, reggs

Energy-saving Philips MASTER LED helps reggs to communicate its mission: ‘sustainable business’



Fast facts

Customer
reggs
Location
Amsterdam, The Netherlands
Electrical contractor
Hollander techniek
Philips products
MASTER LED 7 W
Philips account manager
Mirjam van der Kaaij, Philips Nederland Licht

Background

reggs, a design agency in Amsterdam, translates design and communication into brand strategies and effective ‘carriers’, such as products, packaging and corporate identity. reggs does this on the basis of its own unique vision. ‘Creating added value through sustainability’ is the slogan reggs uses to convince clients that sustainable business really is possible.

The challenge

“Practise what you preach”, says Thomas Schuurmans, New Business Developer at reggs. “Despite the fact that we rent these premises, we have installed (energy-efficient) under-floor heating throughout, the warm air is filtered and reused, and the roof and windows have additional insulation. The tap water is also filtered so we no longer use mineral water every day in plastic bottles that are so damaging to the environment. If you are going to go to these lengths to promote sustainable business, then you really ought to make sure the lighting is an ‘illuminating example’ as well.”

The design agency is located in the production hall of what used to be a bubble-gum factory. The studio has a floor space of 750 m² and is 8 metres high. Schuurmans explains: “We wanted to use light to create a cosy, friendly atmosphere whilst at the same time retaining the industrial character of the space. Echoing the functional grid of

factory lamps that used to hang here, we chose to install a grid of lamps that are reminiscent of the archetypal incandescent lamp.”

The solution

Initial research into the possibilities showed that the Philips MASTER LED would be the most suitable. “It has the familiar shape of an incandescent lamp, but thanks to the LED technology it is very energy-efficient,” says Schuurmans. “The lamp produces light that is bright white yet personal at the same time – this ties in nicely with the creative atmosphere in the space. The bold design with cooling ribs fits in beautifully with the industrial ‘look and feel’ of this environment.” Various calculations to determine the light output showed that a total of 216 lamps would be required to light the space effectively. These have been installed in a fine-meshed grid below the ceiling. “Because they are all at exactly the same height, as dusk falls it looks as if there is a second, transparent ceiling between the floor and the ceiling, and this creates a friendlier atmosphere in the large factory hall.”

Benefits

“Wow! That is often the first thing we hear when a client comes in here and sees the lighting. It is a great introduction,” says Schuurmans. “We are showing that sustainability, aesthetics and functionality really can go together. This instantly gives us a convincing tool through which to communicate our mission.”