



Case study Hilser Bros Jewellers

Location
Philips Lighting

Bandon, Co. Cork, Ireland
MASTER LEDspot 4W MR16

PHILIPS
sense and simplicity



“At Hilser Bros Jewellers we needed energy efficient lighting that would also ensure an excellent quality of light throughout our store. It was essential that the solution of our choice would meet these criteria – and the 4W MASTER LEDspot did that perfectly.”

Harry Foley, Managing Director Hilser Bros



Hilser Bros is the first jeweller in Ireland to install the Philips MASTER LEDlamp



Project info

Customer

Hilser Bros Jewellers

Location

Bandon, Co. Cork, Ireland

Trade partner

Ed Mortell and Paul Scannell, Kellihers Cork (Rexel)

Philips products

MASTER LEDspot 4W MR16

Philips account manager

Gareth Bruce

Background

Hilser Bros Jewellers has been in business since 1860, which makes it one of the oldest jewellery shops in Ireland. Nevertheless, Hilser Bros is known as a place where customers can find the most modern collections of jewellery, rings and high-quality watches. Having carried out only minor alterations over the years, Hilser Bros' management decided it was time to completely restyle the interior of their shop, creating a modern atmosphere that also incorporates elements from the past.

The challenge

As part of the total revamp of the shop, Hilser Bros also wanted to update the lighting. "The shop used to have 12V 35W halogen downlights throughout, which did affect our products because they were constantly exposed to a substantial amount of heat," says Harry Foley, Managing Director. "Our main aim was to ensure a bright, warm light to illuminate the jewellery displays whilst also ensuring energy efficiency at all times. We wanted a light that would make our products sparkle in the showcases. A bright, warm light is great for illuminating the jewellery, but it still needs to make it sparkle."

The solution

Hilser Bros was involved at every stage of the project and ultimately made the final decision about which light fitting and lamp were to be chosen. After being shown working examples inside sample display cabinets, they chose the 12V 4W Philips MASTER LEDspot because of its intensity and good colour rendering. Mr Foley: "This is the perfect solution for us. We wanted energy efficient lighting that would also ensure an excellent quality of light throughout our store. It was essential for the solution of our choice to meet these criteria – and the 4W MASTER LEDspot does that perfectly."

Benefits

Foley is very happy with his choice. "Not all LED lamps have enough power to produce such a sparkling light effect and good colour rendering as the Philips MASTER LEDspot version. Other benefits of this lamp include its low wattage and lower cost of repairs compared with the previous 35W lamps. And, most importantly, because of the low running temperature we'll save money on air-conditioning in the shop. I expect to save approximately 40% on energy compared with the previous situation. Above all, our new lighting concept really helps to create a modern and calm ambiance. It doesn't draw customers' attention away from our products in the showcases, which is a very important factor for us as a jewellery shop."



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