



## Petrol stations

See what light can do for your petrol station



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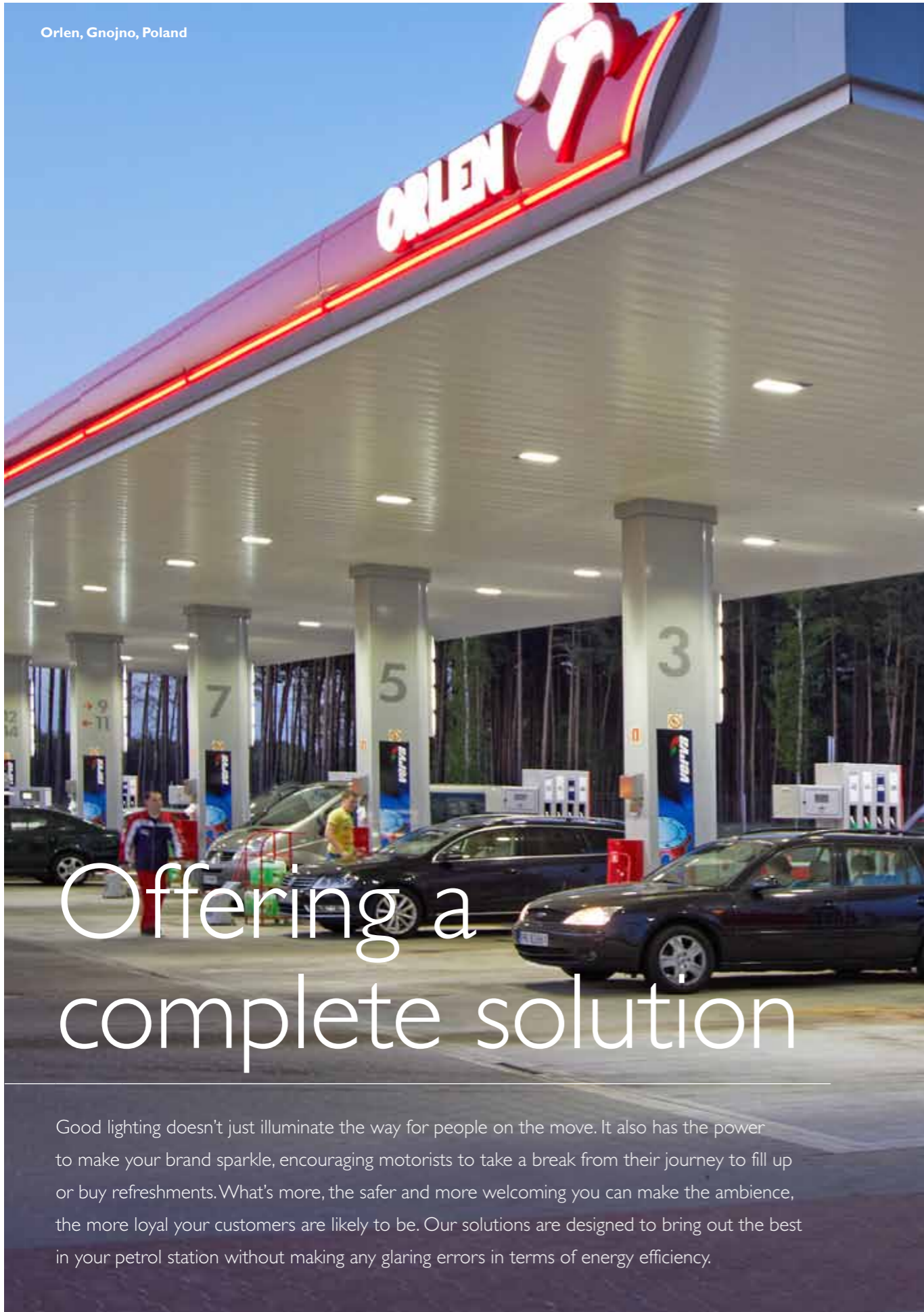
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**PHILIPS**  
sense and simplicity



# Lighting the journey

Your petrol station is an oasis on the road. A welcoming sight for motorists that need fuel, a refreshment stop for weary travellers, and a safe place to pull up and park. The right lighting can encourage them to visit more often.



# Offering a complete solution

Good lighting doesn't just illuminate the way for people on the move. It also has the power to make your brand sparkle, encouraging motorists to take a break from their journey to fill up or buy refreshments. What's more, the safer and more welcoming you can make the ambience, the more loyal your customers are likely to be. Our solutions are designed to bring out the best in your petrol station without making any glaring errors in terms of energy efficiency.

[www.philips.com/petrolstationlighting](http://www.philips.com/petrolstationlighting)



### Save more, see more

Philips can help you to improve your lighting and reduce your energy bill. After carrying out a complete lighting audit we can provide you with a complete retrofit lighting plan for your petrol station; a turnkey installation will utilise the most energy-efficient solutions to optimise your lighting and maximise your savings. In fact, by moving to LED and using innovative solutions that switch lights on only when needed, you could see energy savings of up to 85%.

### Take control of costs

Our LED solutions don't just offer lower energy consumption. They also enable you to make ongoing savings on maintenance costs throughout their long lifetime. They work smarter too. For example, you can optimise the installation and maintenance of canopy lighting with clever solutions like the Mini 300 LED Gen 2. This brand new innovation allows you to set up and control luminaires in the canopy from your mobile phone or laptop. So you can add light when and where you need it.

### Make light work of sales

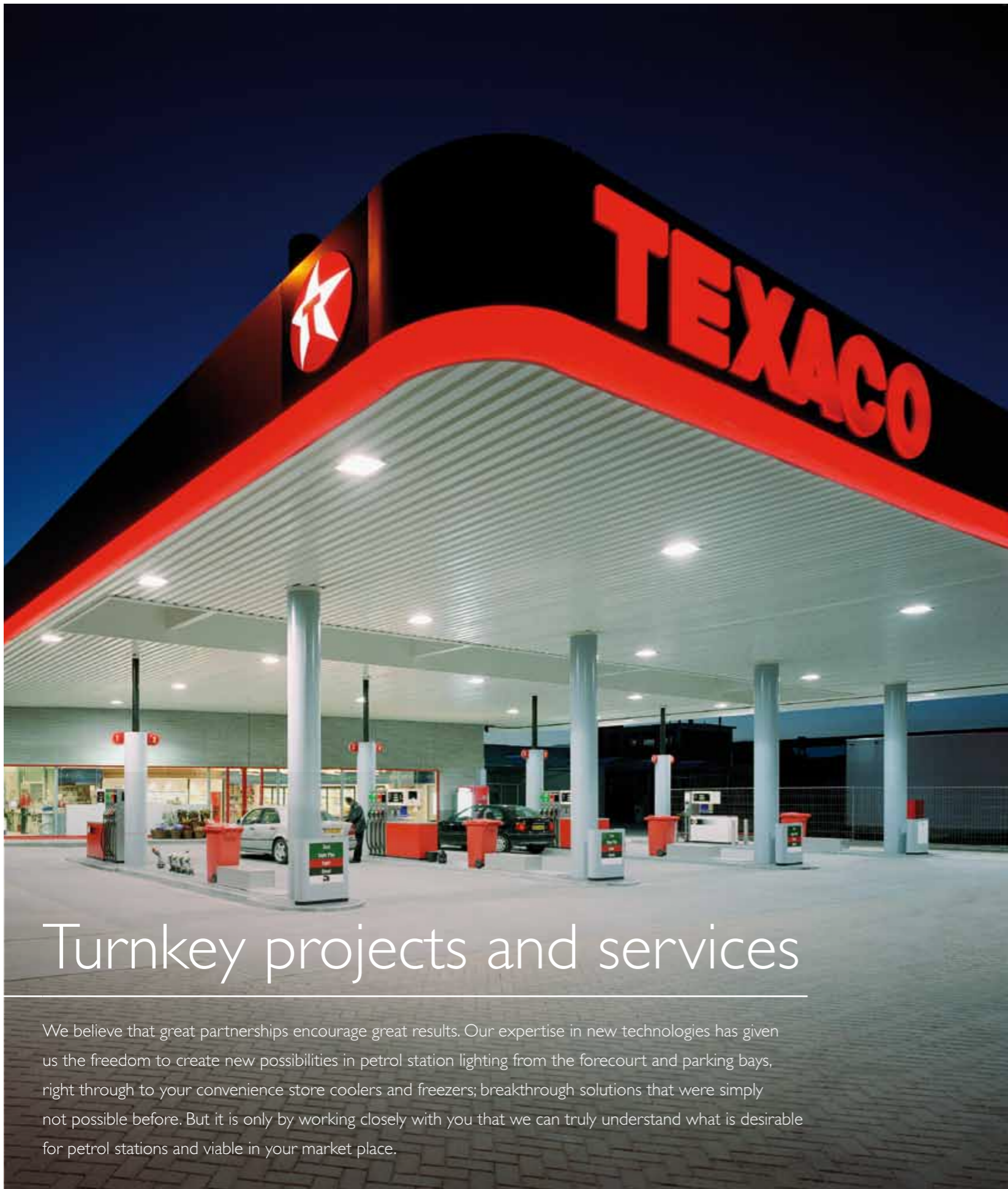
Our lighting solutions can also enhance your convenience store, giving it extra appeal and putting customers in the buying mood. First impressions count, so it pays to make the store look attractive from the outside. Once inside, the right ambience will invite people to browse the aisles and displays and encourage impulse purchases. The result? Customers enjoy a consistent brand experience and you make light work of sales.

### Customer experiences

*"We approached Philips to help us enhance the new Shell concept stores we were developing, after having gone through various other options available. The end result was beyond our expectations. Philips were able to understand and take our brief to produce a scheme that has enhanced the overall look and feel of the store. More importantly they have helped to elevate the customer experience and perception of the brand."*  
Nadeem Moghul, Senior Designer, Conran Design Group.

*"Philips is our long term partner who can deliver on LED innovation, especially as they also offer maintenance and services on the implementation."*  
Joost van Aardenne, Asset Manager, BP

*"The lights are great, really great! And you know what, the number plates really stand out now."*  
Z Energy, New Zealand



# Turnkey projects and services

We believe that great partnerships encourage great results. Our expertise in new technologies has given us the freedom to create new possibilities in petrol station lighting from the forecourt and parking bays, right through to your convenience store coolers and freezers; breakthrough solutions that were simply not possible before. But it is only by working closely with you that we can truly understand what is desirable for petrol stations and viable in your market place.

## Co-development

Our aim is to work together on creating new lighting solutions that will add value to your business. We can give you access to the latest technologies, more than a century of lighting knowledge, plus a dedicated team of experts who can help you to fulfil your ideas. Co-development could help you to create new ideas that lead your petrol stations in sustainability, achieve new levels of energy savings or define new models for your lighting needs. With our joint efforts we can realise opportunities and solve problems that could change the future of lighting for petrol stations.

## Turnkey projects and services

We can also minimise the hassle and maximise the benefits of your petrol station lighting with our Turnkey Projects & Services. We can assist you with a complete range of services from a benefit sharing programme, installation

and commissioning, to training and post-project support. The services are available individually or as tailor-made turnkey packages that deliver complete project coordination from start to finish. Once you're happy with our solution we'll take over all responsibility. So you only have to call your dedicated Philips representative to monitor and manage your lighting project.



### Advisory Services

Our Advisory Services give clear insight into your current lighting system, how it can be improved, and what benefits your petrol station would gain from improved or newly developed systems.

#### Energy Audit

- Assessment of current lighting system
- Business case development for energy savings

#### Solution Design

- Lighting application
- Technical design
- Business models



### Project Services

You get one partner from start to finish. You determine the scope of our involvement, from simply overseeing product installation, to taking on complete responsibility or a turnkey project for your petrol station.

#### Project Services

- Project Management
- Installation
- Integration & Programming



### Lifecycle Services

We offer customers and channel partners a variety of contracts, which cover all aspects for guaranteeing long-lasting, hassle-free, cost-effective performance



#### Support

- Protects your investment



#### Maintenance

- Ensures hassle-free operation



#### Performance

- Meets business goals and objectives



### Philips Lighting Capital

Philips Lighting Capital offers benefit sharing programmes that link to the returns that a new lighting solution will deliver. This enables you to acquire a state-of-the-art solution that will enhance your petrol station immediately and keep your cash flow as positive as possible from day one.

# Petrol station overview

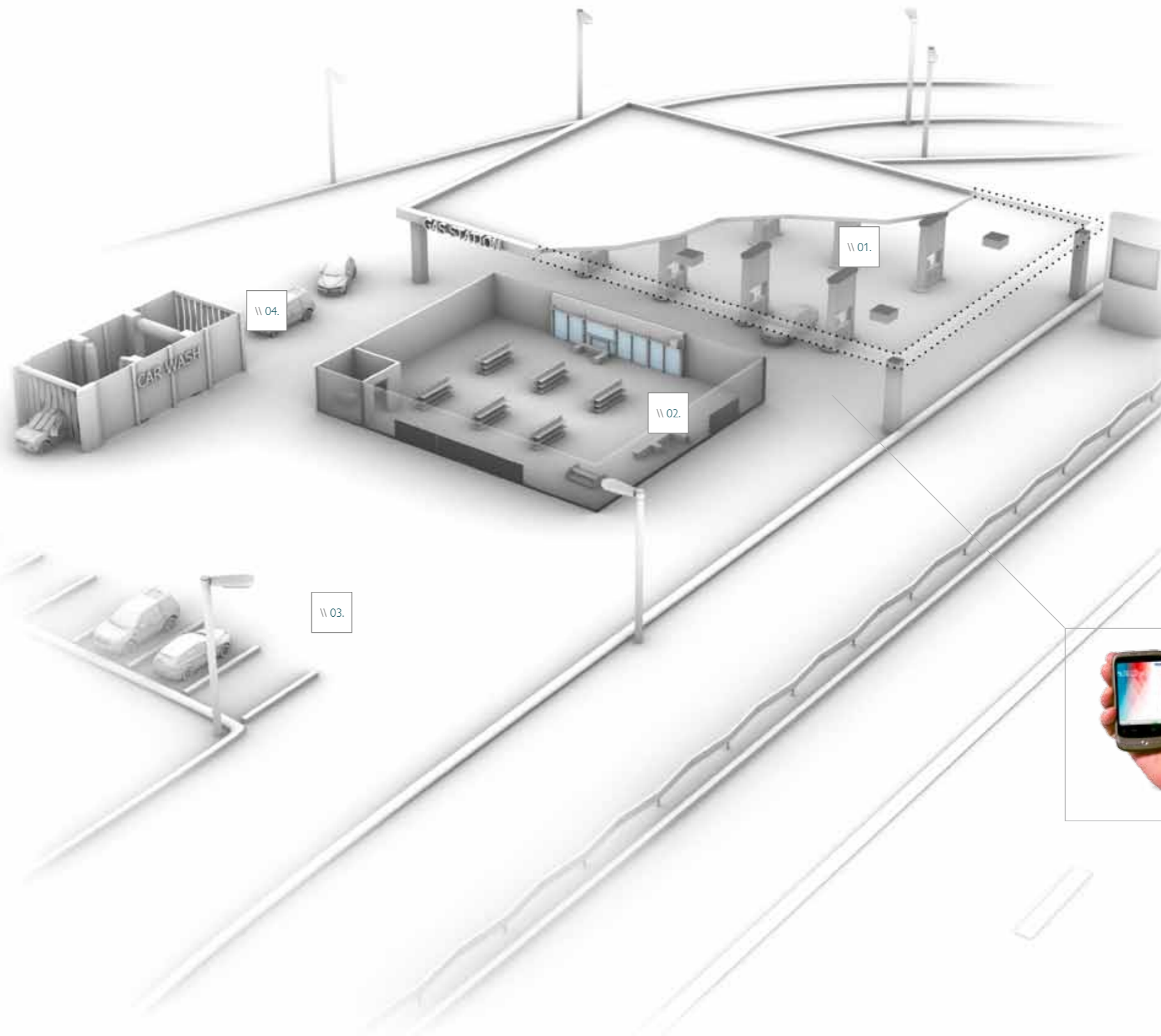
Our lighting solutions products can add value in many different ways throughout your petrol station. On the following pages you will find total solutions for typical areas in petrol stations. The products shown are only a small selection of what is available for each particular application.



01. Undercanopy lighting



02. Shop lighting

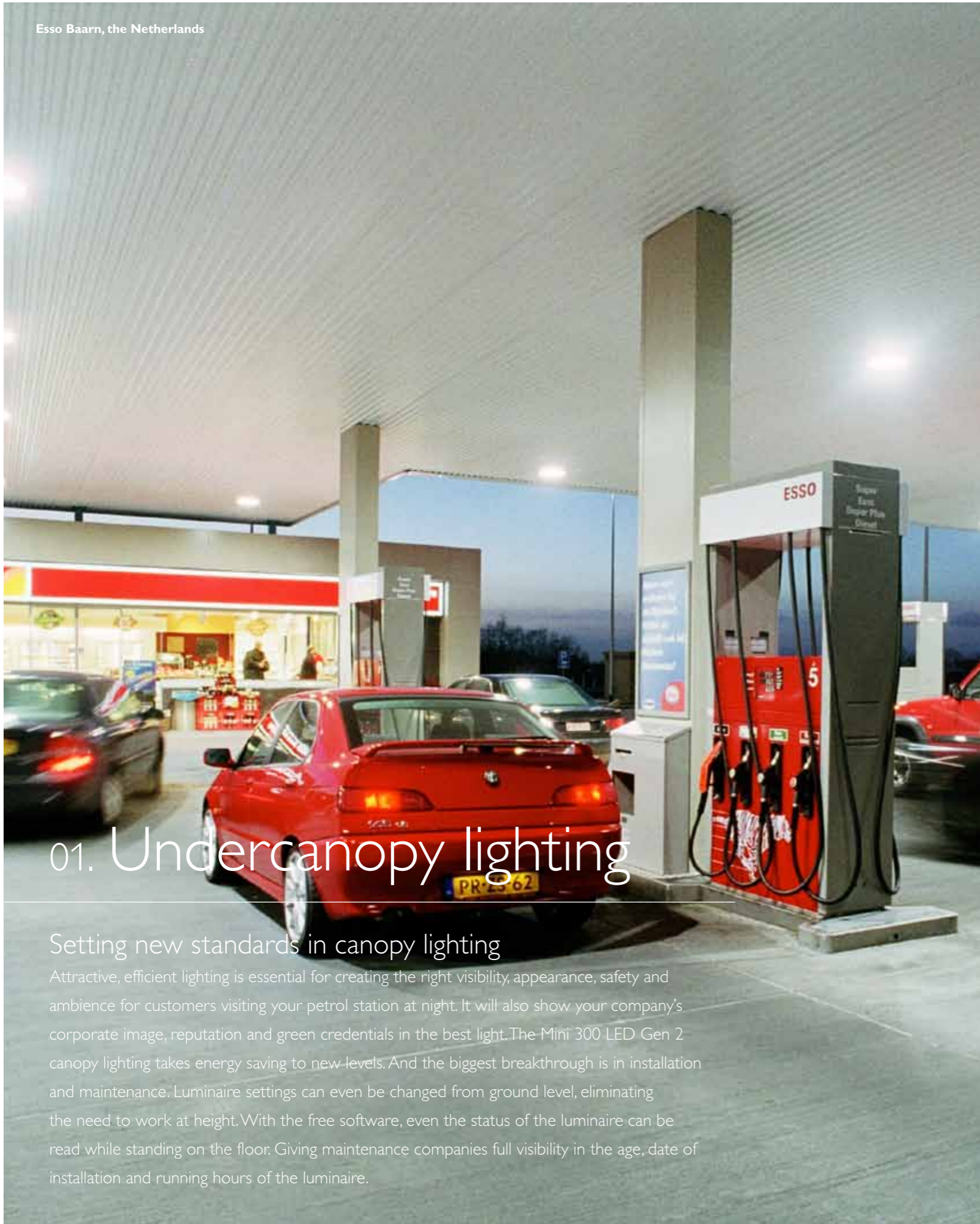


03. Parking & road lighting



04. Carwash





# 01. Undercanopy lighting

## Setting new standards in canopy lighting

Attractive, efficient lighting is essential for creating the right visibility, appearance, safety and ambience for customers visiting your petrol station at night. It will also show your company's corporate image, reputation and green credentials in the best light. The Mini 300 LED Gen 2 canopy lighting takes energy saving to new levels. And the biggest breakthrough is in installation and maintenance. Luminaire settings can even be changed from ground level, eliminating the need to work at height. With the free software, even the status of the luminaire can be read while standing on the floor. Giving maintenance companies full visibility in the age, date of installation and running hours of the luminaire.



### Sensors that save energy

The Mini 300 LED Gen 2 saves up to 85% in energy without compromising whatsoever on safety. The light scenarios can be tailored to your preference at the first installation or during the lifetime of the products. Thanks to the built-in scheduler, the lights can be dimmed during certain hours or illuminated fully during rush hour, with the option to vary levels for each day of the week.

### Superior control

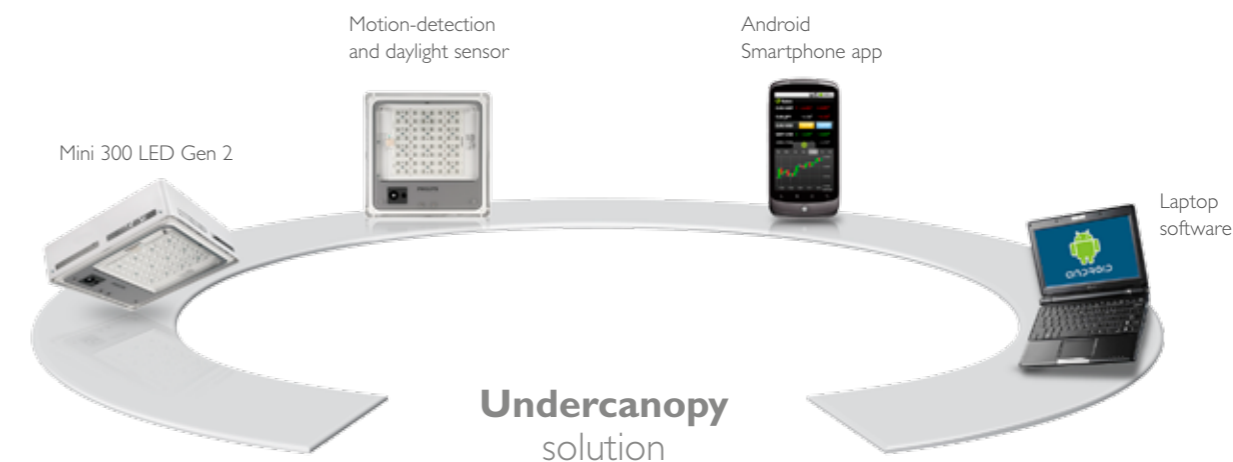
Another option is the unique Master-Slave combination. With a built-in presence and light sensor there's no need for an external sensor and one Master Mini 300 can control up to 6 luminaires. Not only will this have a positive impact on your investment, it can also lead to additional energy saving. For example, you can define very precisely that lights will illuminate when a car arrives to refuel, but increase in light levels will not be triggered when it leaves.

### Guiding customers

After shop closing hours you can guide customers to the right fuel lane using light to highlight the Outdoor Payment Terminal (OPT), as one of the options of the scheduler. This provides clarity for customers and saves energy in other areas where light can be dimmed to a fixed level during these hours. With special optics the Mini 300 LED Gen 2 also provides outstanding illuminance at the fuel pump, improving readability and enhancing your petrol station's image.

### Easier installation and set up

This new solution is so light that it can be installed effortlessly by one person. There's also no need to work at height to change the settings as this can be done from ground level using a smart phone as a remote control. With Bluetooth programming, configurations for luminaires, dimming levels, schedulers, OPT or other functionalities can be set via a mobile phone or laptop. And once one luminaire has been programmed the settings can be cloned, thereby significantly reducing installation time.



[www.philips.com/petrolstationlighting](http://www.philips.com/petrolstationlighting)

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“We wanted to ensure that within the fuel bay, the petrol pumps are clearly illuminated, while drastically reducing energy costs at the same time. Everything is visible, pumps, people, columns and cars. We were extremely impressed with the new LED scheme which has shown that illumination levels are almost the same as those achieved using conventional light sources.”

Ian Jagger, Group Electrical Services & Environmental Engineering Manager, Morrisons



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# 02. Shop lighting

## Shop lighting

Your convenience store is as valuable a source of income as your petrol forecourt. We have the experience and expertise to advise you on creating an attractive store environment. One that will create a consistent brand image to encourage people to stay longer and spend more.



Q8 - Qvik to go, Copenhagen, Denmark



Shell, Janvry, France

Shell, Janvry, France



### Good lighting sells

We know that light influences shopping behaviour. Our research undertaken with the University of Hasselt has shown, that even the choice of light temperature has a definite impact on how long people stay in. Lighting also plays an important role in communication. By guiding your customers to exactly the areas you want them to see, you can encourage the impulse purchase of high-margin products. So light can boost profits too.

energy savings and profit from a longer, reliable lifetime. Daylight harvesting is another way to save on energy costs. Our innovative lighting solutions include dimmable luminaires and daylight management controls. Together they create the perfect balance between indoor lighting and natural light, so you never use more electricity than you need to.

### Good lighting saves energy

Coolers and freezers are essential for keeping your stock fresh and saleable. But cabinet door fronts mean it is vital that the products inside are lit well. We can offer a complete turnkey service to upgrade all your coolers and freezers with LED. So you can take advantage of

### On brief, on brand

Philips can advise you on the right way to create an attractive store ambience that's consistent with your brand image. Our solutions are designed to bring out the best in your petrol station, enhancing the products you sell and encouraging customers to buy, without costing the earth in terms of energy use.

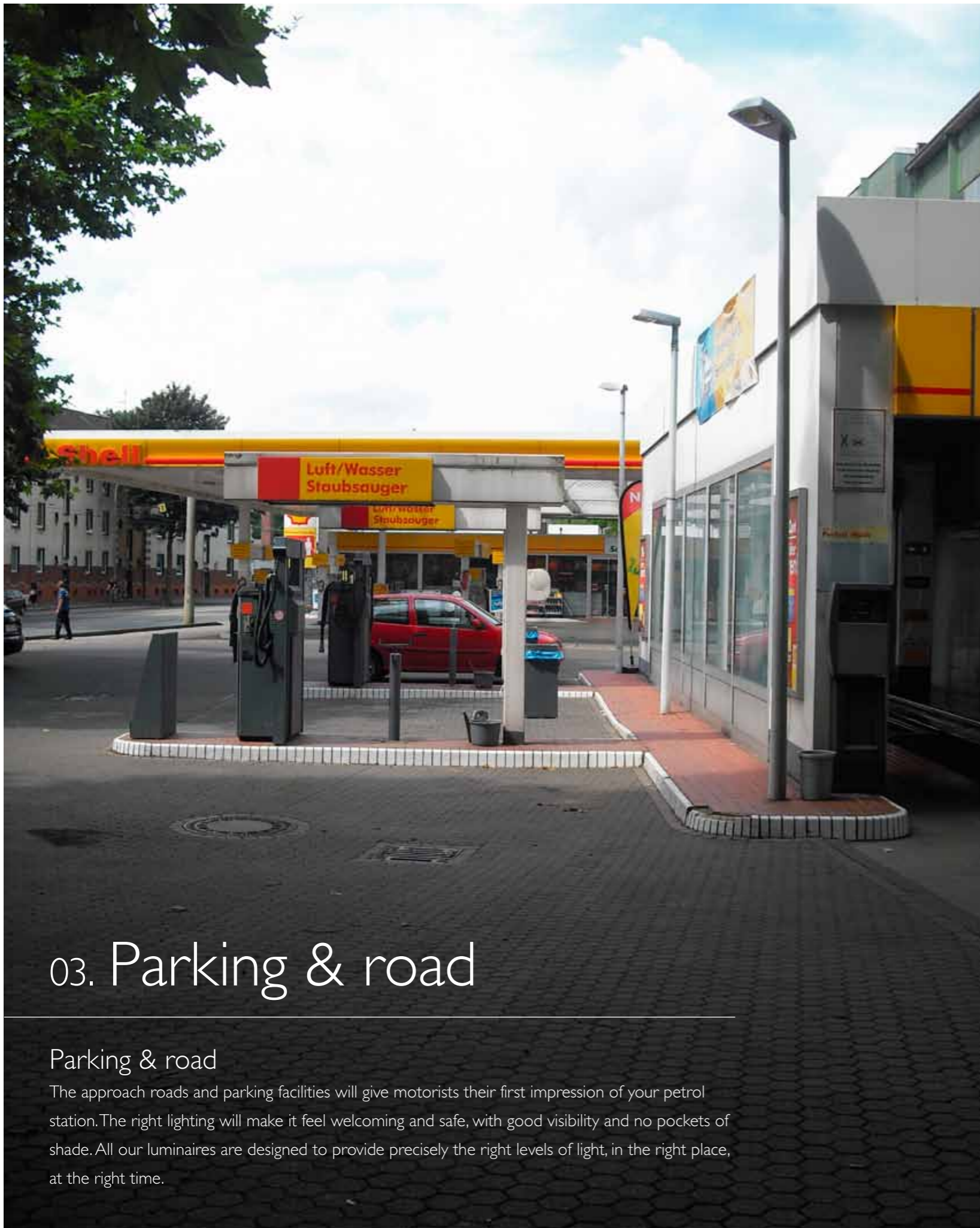


Shop lighting solution

[www.philips.com/petrolstationlighting](http://www.philips.com/petrolstationlighting)

product overview, page 23





## 03. Parking & road

### Parking & road

The approach roads and parking facilities will give motorists their first impression of your petrol station. The right lighting will make it feel welcoming and safe, with good visibility and no pockets of shade. All our luminaires are designed to provide precisely the right levels of light, in the right place, at the right time.



#### Enhancing safety

Drawing on our vast experience of lighting design for petrol stations, we've also developed a wide range of lighting schemes that offer enhanced safety, comfort and efficiency. Our white light solutions improve visibility, making your car park and approach roads far safer after dark. Using energy-efficient light sources for outdoor parking that only requires night time illumination will also make a big difference to your energy bills.



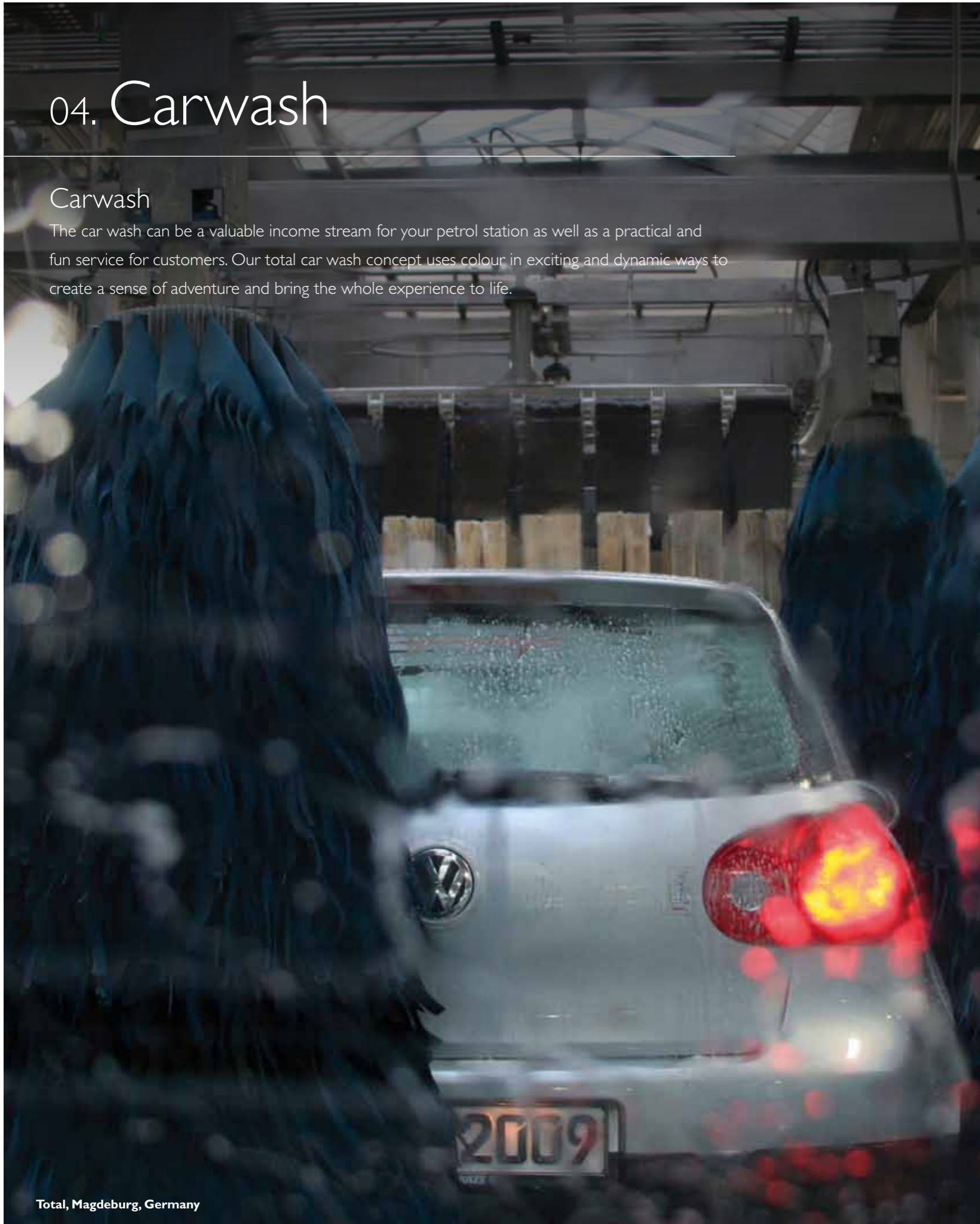
[www.philips.com/petrolstationlighting](http://www.philips.com/petrolstationlighting)

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# 04. Carwash

## Carwash

The car wash can be a valuable income stream for your petrol station as well as a practical and fun service for customers. Our total car wash concept uses colour in exciting and dynamic ways to create a sense of adventure and bring the whole experience to life.



Total, Magdeburg, Germany



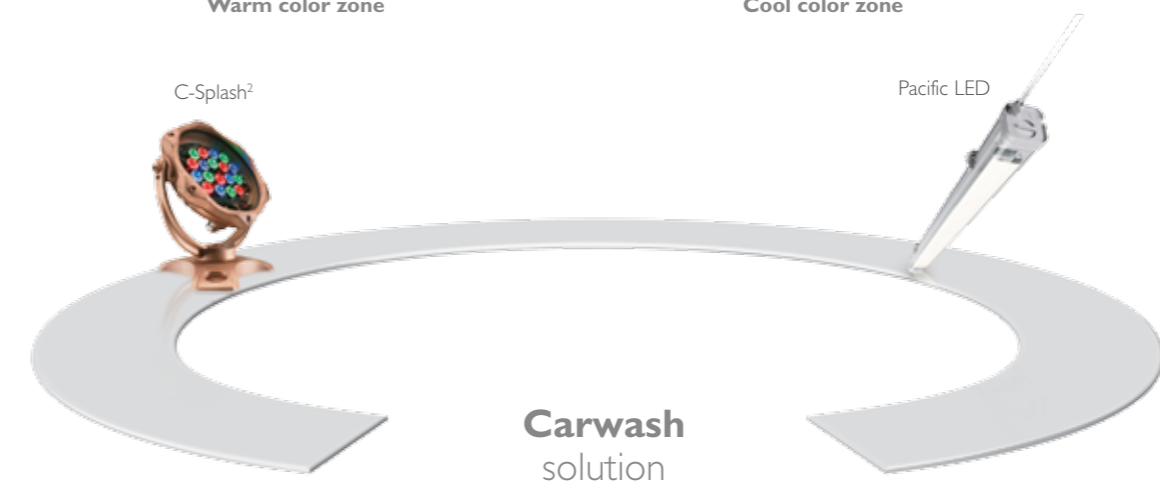
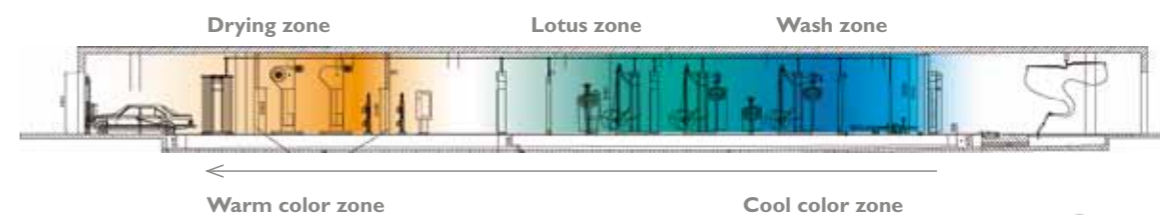
### Lighting the journey

The car wash is something that all kids look forward to - even big ones! Our lighting concept can help make yours the destination of choice. At the entrance the light is enticing and helps to heighten the sense of excitement about what is to come. Once inside the whole experience is dramatic and futuristic with waves of changing colours enhancing each action. It helps to give meaning to each zone from the wash

to the final wax and provides value for money that goes far beyond a spotlessly clean car.

### Easy maintenance

During hours when the car wash is not in operation, functional lighting provides a safe and comfortable atmosphere for maintenance staff to work in.



[www.philips.com/petrolstationlighting](http://www.philips.com/petrolstationlighting)

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“Petrol stations need lighting solutions that make motorists feel safe and welcome. Our inspirational ambiances can help you sell more and save money and the environment at the same time. Let’s talk and see how your petrol station can benefit from our new generation of LED lighting solutions, if you make the switch today.”

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Find out more at: [www.philips.com/petrolstationlighting](http://www.philips.com/petrolstationlighting)



# Product overview

Philips has a complete range of lighting solutions for every petrol station application or lighting requirement.

Find out more at:  
[www.philips.com/catalog](http://www.philips.com/catalog)



## 01. Undercanopy lighting



### Mini 300 LED Gen 2

- Up to 85% energy saving
- Easy to configure via mobile app or laptop
- Build in scheduler adapts lighting to your preferences
- Master-Slave configuration saves energy
- Comfort and safety with high levels of light



### Motion-detection and daylight sensor

- Presence and light detector
- Communicate via Bluetooth to App or Laptop



### Android Smartphone app

- Read the status of your luminaires
- Set the configuration of your luminaires for the right lighting scene
- Configure the build-in scheduler



### Laptop software

- Read the status of your luminaires
- Set the configuration of your luminaires for the right lighting scene
- Configure the build-in scheduler

## 02. Shop lighting



### PetrolLED

- Gives flexibility in store lay-out with adjustable optic to direct light on the gondolas
- Dimmable, available in different colour temperatures and ceiling sizes plus different connector types
- Provides comfortable lighting with anti-glare cover



### LuxSpace

- Saves up to 50% on energy compared to CFL downlights
- Easy to install plus 50,000 hours of lifetime
- Available in 3 sizes and 4 lumen packages



### StyliD

- Highly efficient and reliable LED accent luminaire; replaces 20W and 35W CDM / HIT
- Reduces maintenance cost (50,000 hrs lifetime)
- Dimmable (DALI/1-10V possible)



### eW Cove QLX Powercore

- Easy to install
- Compact and flexible in positioning
- Choice of colour temperatures and solid colours



### Affinium LED display module LDM 400

- Aesthetical integration in door frames of coolers/freezers
- Enable considerable energy savings
- Unique optical system presents products on display uniformly



### Affinium LED display module LDM 422

- Aesthetical integration in canopies of coolers/freezers
- Uniform light distribution throughout the entire cabinet
- Excellent TCO with attractive pay-back times

## 03. Parking & road



### SpeedStar

- Future-proof, upgradable and serviceable
- Carbon neutral luminaire
- LEDGINE based technology for high performance



### Mini Iridium LED

- Most advanced green innovation with best possible TCO
- Additional energy savings by dimming or telemanagement
- Built for CosmoPolis system and upgradeable for LED



### Koffer² LED Fortimo

- Integrates perfectly into urban environment as a complete solution
- Fortimo LLM and LEDGINE based



### Selenium LED

- Economical luminaire for general purpose street lighting
- LEDGINE based technology for high performance
- Easy and flexible installation

## 04. Carwash



### C-Splash²

- Ultra-thin, rugged submersible LED system with IP68
- Generates vibrant color-changing effects
- Easy to install, experience and maintain



### Pacific LED

- Extremely comfortable light thanks to new optical system
- 40% energy saving compared with fluorescent solutions with electronic ballast
- Future-proof, waterproof solution