

**PHILIPS**

Lighting

Fortimo SLM  
PremiumWhite

Bossenbroek



Case study

# PremiumWhite Generation 6





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As a relatively small retail business, we need to balance light quality with cost of ownership. When I saw PremiumWhite, I knew we had to have it. It delivers economy as well as quality, **and still has the wow factor.**”

Henk Bossenbroek



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The store wanted the colors of their clothes to look natural and the whites to be stunningly fresh. PremiumWhite does this without compromising on energy efficiency. **Really impressive!**”

Remco de Groot

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**Bossenbroek is a fashion retailer in the Netherlands that strives to provide an ultimate customer experience that keeps people coming back time and time again. Lighting is an essential part of that experience. Henk Bossenbroek, owner, says, “At Bossenbroek, we aim to make customers feel as comfortable as possible. For some people, this means giving them the freedom to look around undisturbed, for others, it’s more about tips and advice. All customers, however, need to experience the products. This is where we make a true difference by providing an environment for touching, feeling, seeing and trying on our garments. And it’s here that lighting plays an important role in creating the right mood.”**

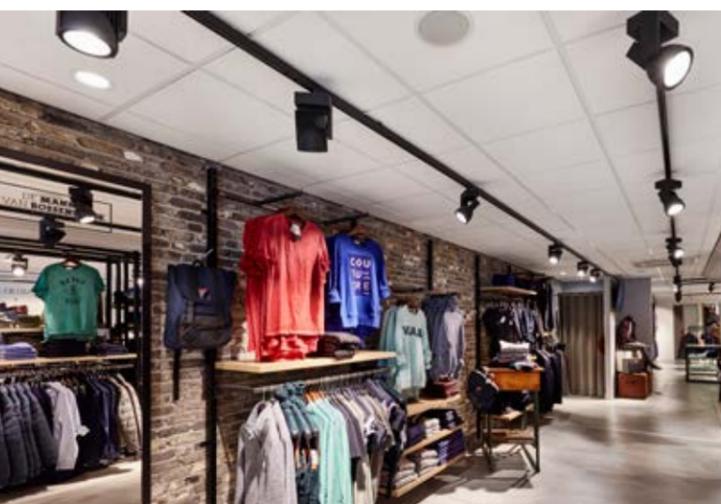
#### The challenge

Creating an attractive store experience in the fashion business requires very specific lighting. The solutions must bring out stunning whites and rich colors, as well as highlight textures and finishes. It’s this challenge that inspired Philips to design and continuously improve the Fortimo SLM LED system. Now in its 6th generation, the range includes a full range of color temperatures. This includes two types that are optimized for fashion store lighting applications: PremiumWhite and CrispWhite. While CrispWhite has revolutionized lighting in high-end fashion retail applications, PremiumWhite brings excellent light quality and low cost of ownership to a much wider group of fashion retailers. It fuses high rendering of colors and beautiful whites into a modern, energized and above all, natural store experience.

#### The solution

Bossenbroek approached Keylight International, to create the right lighting plan and redesign the store’s lighting. After seeing a demonstration, Bossenbroek had no doubt selecting Fortimo SLM LED PremiumWhite for spot and accent lighting. Because of its excellent quality of light versus cost effectiveness, the choice was easy.

Remco de Groot, Managing Director Keylight International, says, “Philips is the leading innovator of new lighting solutions, and the Fortimo SLM LED system continues that trend. So we choose Philips Lighting OEM because they offer this superb LED system for our products.”



## The benefits

Walk into a fashion store with Fortimo LED SLM Gen6 PremiumWhite lighting and the products on mannequins and in racks really stand out. The bright whites and stunning colors make a real difference. Thanks to the PremiumWhite modules being interchangeable, luminaire manufacturers can create different lighting effects throughout the store with just one consistent luminaire range. They can use the same design for all other colors too, thanks to standardized building blocks and flexible drivers. The Fortimo SLM LED system offers a wide choice of color temperatures, lumen outputs and CRIs, simplifying the design of luminaires that can be optimized for specific applications. The light is easy to configure through Philips SimpleSet technology. Design-in is streamlined as the LEDs feature standardized optical, mechanical, electrical and thermal interfaces and have appropriate certification for quick luminaire approval. The Fortimo SLM LED system facilitate miniaturization and there’s a full set of compatible thermal and optical components available.

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More and more designers and lighting specifiers are asking OEMs for luminaires with **Fortimo SLM PremiumWhite** from Philips Lighting. And as end-users become increasingly aware of the benefits, they too are requesting this no-compromise solution by name.”

Reinhard Voorspoels, Philips



