



Case study

Unikulma

Location
Philips Lighting

Unikulma Erottaja, Helsinki, Finland
MASTER LEDlamps 7W

PHILIPS
sense and simplicity

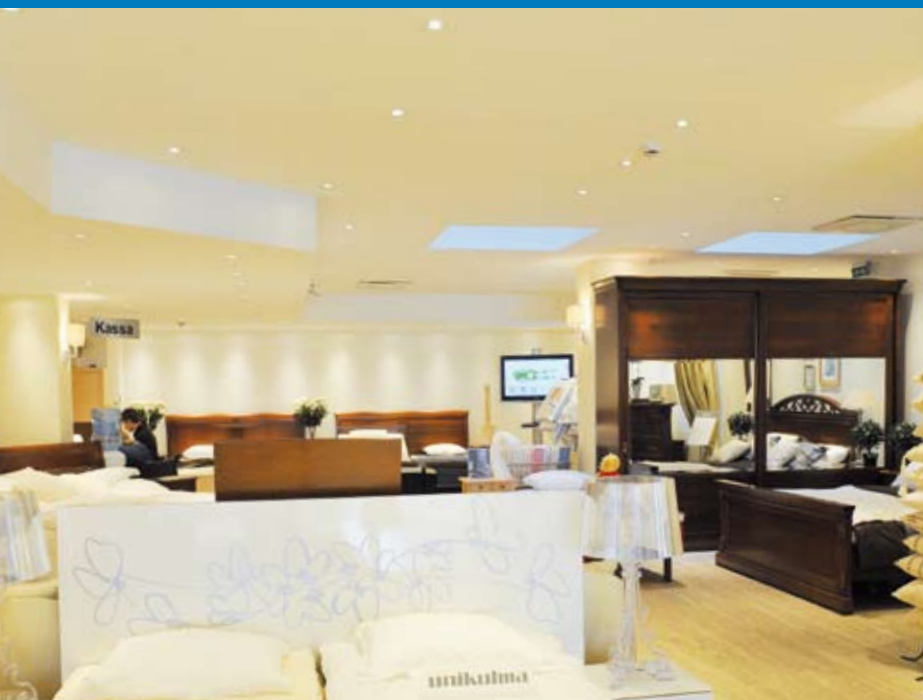


“The Philips LED lamps are of good quality. They are thoroughly tested before being released onto the market. I would recommend them without reservation.”

Vesa Tuominen, CEO, Unikulma



LED is the dream solution for Unikulma



Project info

Customer

Unikulma Ltd.

Location

Unikulma, Helsinki, Erottaja

Philips products

MASTER LEDlamp 7W GU10 2700K

Other information

Unikulma Ltd. is a Finnish company specialising in mattresses, beds and bedrooms. It has 15 stores in Finland and stores in Tallinn, Riga and in Dubai

Background

Unikulma specialises in giving people sweet dreams by providing high quality mattresses, beds and bedrooms. The company's store in Helsinki showcases the complete Unikulma range so it is vital that it is seen in the best possible light. Following a scorching hot summer that led to a transformer fire in 2010, the company finally decided on a complete lighting renovation.

The challenge

Unikulma prides itself on its strong Environmental Programme. Green initiatives such as reducing transport kilometres to improve their carbon footprint had already saved the company over a million kilometres and optimised routes for delivery trucks. So when it came to renovating the lighting, there was only one sustainable choice – LED. Unikulma's CEO and founder, Vesa Tuominen, was impressed with the solution: "Switching to LED lamps has been made very simple. The Philips LED lamps are of good quality and they are thoroughly tested before being released onto the market. I would recommend them without reservation."

The solution

The original store lighting was replaced with hundreds of Philips MASTER LED GU10 lamps. The new light sources create a warm and comfortable ambience in store without compromising whatsoever on brightness. They are also particularly suitable for decorative lighting

that is left on 24/7, something that Vesa Tuominen had not anticipated. "Our store's shaded lights are on practically all the time. The burning dust from the halogen lamps left black marks on the ceiling that were difficult to remove. We also have to replace the shades several times a year. LED lamps solved that problem too."

Benefits

By switching from 35W halogen to MASTER LED 7W Unikulma has achieved significant energy savings at the same time as minimising maintenance costs and hassle. Instead of replacing individual burned out halogens on a weekly basis, the company can now look forward to a planned and reliable maintenance programme every five years. What's more, Tapiola Group, the owner of the property that houses the store, has also welcomed the project because the LED solution will result in savings for the housing co-operative. But the final advantage of making the simple switch to LED came as something of a surprise – it has significantly improved the store's air quality. "A functional and comfortable store environment is important for both our customers and our staff", said Vesa Tuominen. "The halogen lamps used to burn dust and, consequently, there was often an unpleasant smell of burning in the shop. Now there is less need for ventilation. Our staff felt the improvement in air quality immediately. The customers have also noticed the difference. Spending time in the store has become a pleasant experience." Thanks to Philips, Unikulma now has a dream solution that should light up sales in store.



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