



PROTOTYPICAL

Sign Planogram: Light Bulbs Bay Name: Light bulbs 9.1

EFFECTIVE:
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1

LED Lighting

2

LEDs - Light-Emitting Diodes

Why choose LEDs?

- Energy saving, saves up to 80% in energy costs*
- Long life, lasts up to 25,000 hours or 22.8 years (of typical use)
- Dimmable
- Instant-on with quiet operation
- Will not fade fabrics or colours

ENERGY STAR qualified bulbs available

• Contemporary design: LED bulbs fit just like traditional incandescent or halogen bulbs

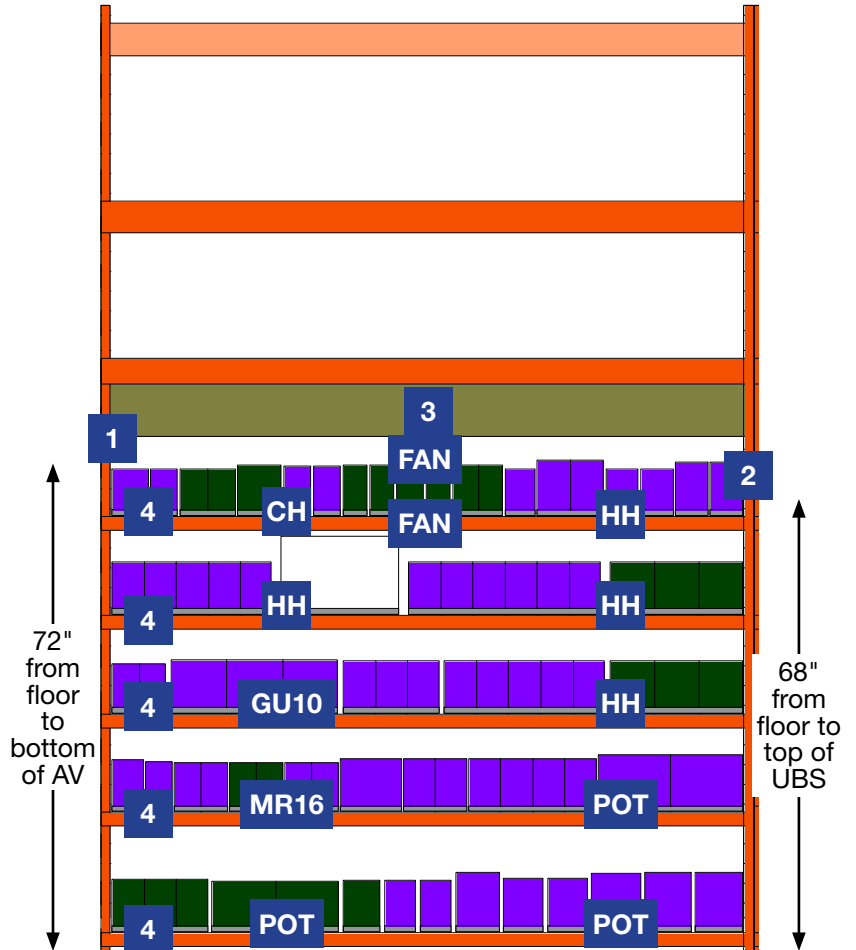
Things to consider

Wattage
Amount of energy used by the bulb; check product packaging for wattage comparison

Colour Temperature
Appearance of light colour; the lower the number, the more yellow and warmer the light colour; the higher the number, the whiter and cooler the light colour

Lumens = Brightness
Amount of light emitted from a bulb; not to be confused with wattage

Ask an Associate for details



POT Pot lights

CH Chandelier

FAN Fan

MR16 MR16

HH Household

GU10 GU10

Demo Bulb # 1000747940

Demo Bulb # 1000669714

Demo Bulb # 1000765920

3

<p>LED Household SOFT WHITE (2700K)</p> <ul style="list-style-type: none"> • Ideal for table and floor lamps • Beautiful soft white light - similar to incandescent (2700K) 	<p>LED Indoor Flood BRIGHT WHITE (3000K)</p> <ul style="list-style-type: none"> • Ideal for track fixtures and recessed fixtures • Beautiful crisp, bright white light (3000K) 	<p>LED Indoor Flood DAYLIGHT (5000K)</p> <ul style="list-style-type: none"> • Ideal for track fixtures and recessed fixtures • Comforting natural daylight (5000K) 	
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Item 4: Left Bay Lightbox

4 **LED Lighting**

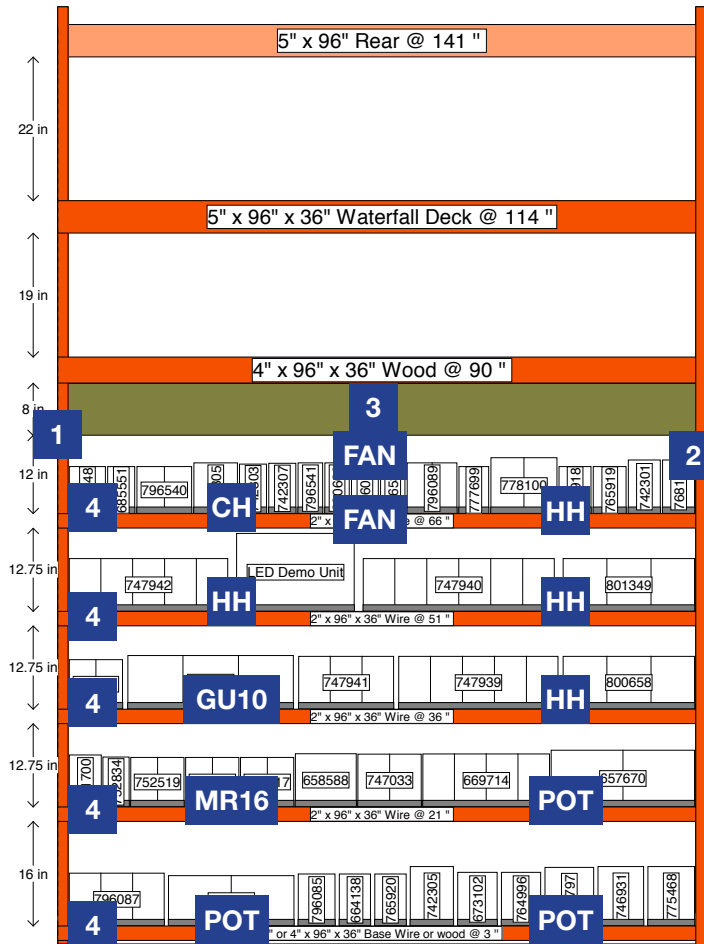


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In Bay Signage Requirements

Item #	Part #	Description	Quantity	HD Article #	Hardware Requirements	How to Order
1	D27E017C-AV1	LED Lighting Aisle Violator	1	-	AV Clips	ePOP
2	D27E017C-03	LED UBS	1	-	Zip Ties	ePOP
3	D27E029C-01	Philips LED Lightbox sign (Left)	1	-	-	ePOP
4	D27E029C-32	LED Lighting Technology Insert	5	-	-	ePOP
POT	D27E029C-45	Pot Light Transparent Insert	3	-	-	ePOP
HH	D27E029C-53	Household Transparent Insert	4	-	-	ePOP
GU10	D27E029C-47	GU10 Transparent Insert	1	-	-	ePOP
CH	D27E029C-48	Chandelier Transparent Insert	1	-	-	ePOP
MR16	D27E029C-49	MR16 Transparent Insert	1	-	-	ePOP
FAN	D27E029C-43	Acetate Inserts, Fan	2	-	-	ePOP
	GA001C	AV Clips	2	-	-	ePOP
	GA002C	Zip Ties	2	-	-	ePOP

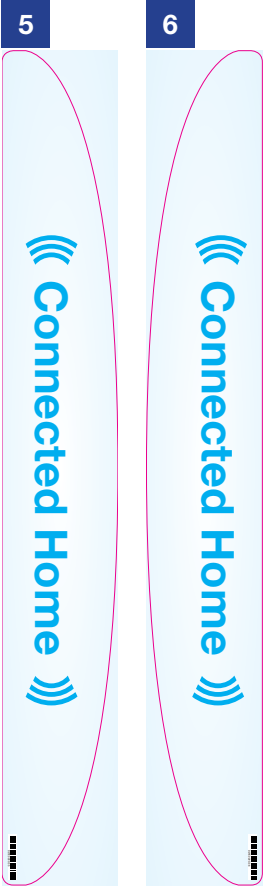


PROTOTYPICAL

Sign Planogram: Light Bulbs Bay Name: Light bulbs 9.2

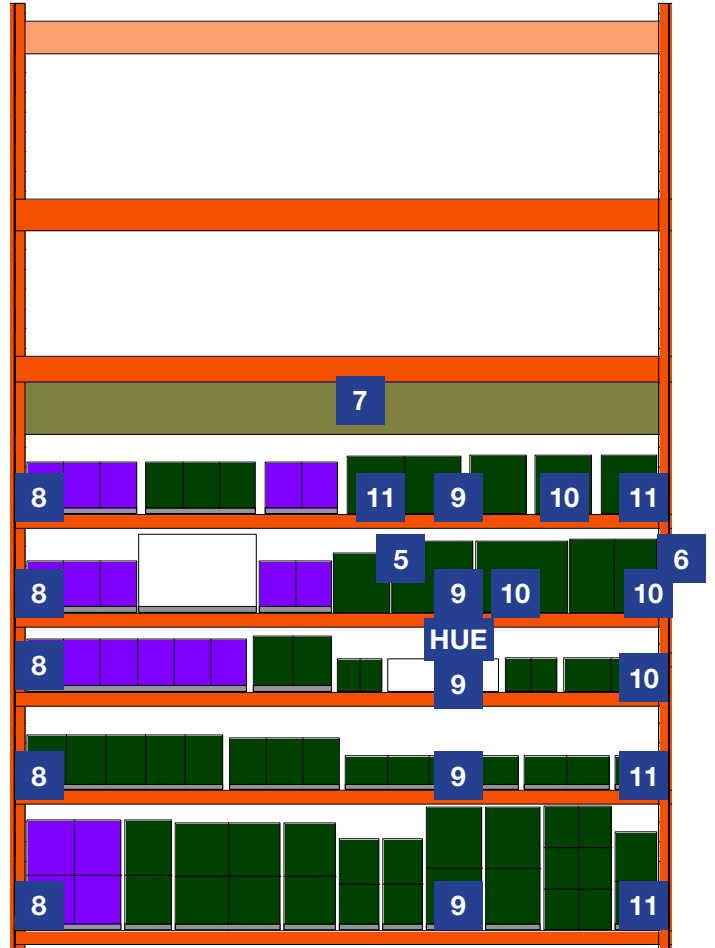
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Item 5 & 6:
See image above for an example of Bay Violator placement

68" from floor to top of bay violator



Demo Bulb # 1000784410

Demo Bulb # 1000718886

7	LED Household WARM WHITE (2700K) <ul style="list-style-type: none"> Ideal for the living spaces in your home Beautiful warm white light - similar to incandescent (2700K) 		Connected Home SOFT WHITE (2700K) <ul style="list-style-type: none"> Personalize your lighting with custom settings for bulbs, rooms, or the whole house Set the mood with smooth dimming 		Connected Home COLOUR <ul style="list-style-type: none"> Innovative wireless Smart Device controlled Control, manage and personalize your lighting easily, from anywhere 	
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8	LED Lighting
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9	((Connected Home))
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10	Starter Kits
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11	Additional Bulbs
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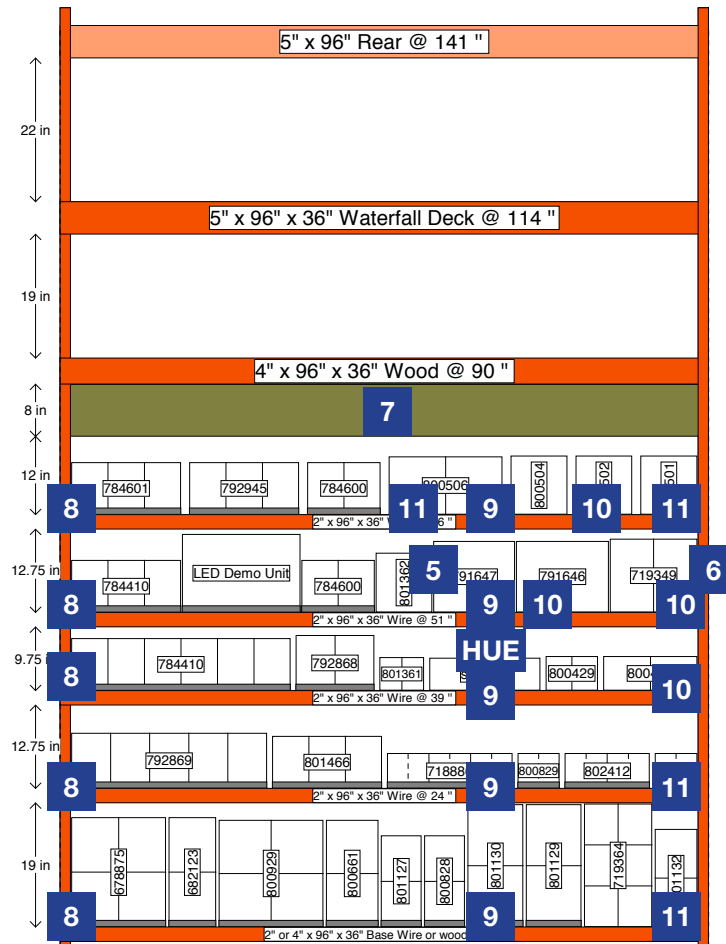


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Sign Planogram: Light Bulbs Bay Name: Light bulbs 9.2

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In Bay Signage Requirements

Item #	Part #	Description	Quantity	HD Article #	Hardware Requirements	How to Order
5	D27E029C-35	Connected Home Bay Violator (Left)	1	-	Adhesive Bay Violator Clips	ePOP
6	D27E029C-36	Connected Home Bay Violator (Right)	1	-	Adhesive Bay Violator Clips	ePOP
7	D27E029C-04	LED/Connected TCP Home Lightbox sign (Left)	1	-	-	ePOP
8	D27E029C-33	LED Lighting Technology Insert	5	-	-	ePOP
9	D27E029C-34	Connected Home Lighting Insert	5	-	-	ePOP
10	D27E029C-37	Starter Kits Transparent Insert	4	-	-	ePOP
11	D27E029C-38	Additional Bulbs Transparent Insert	4	-	-	ePOP
HUE	PHIL-HUE GRAPHIC_EN	Philips Hue Graphic	1	-	Plastic Holder	Vendor
	GA014C	Adhesive Bay Violator Clips	4	-	-	ePOP

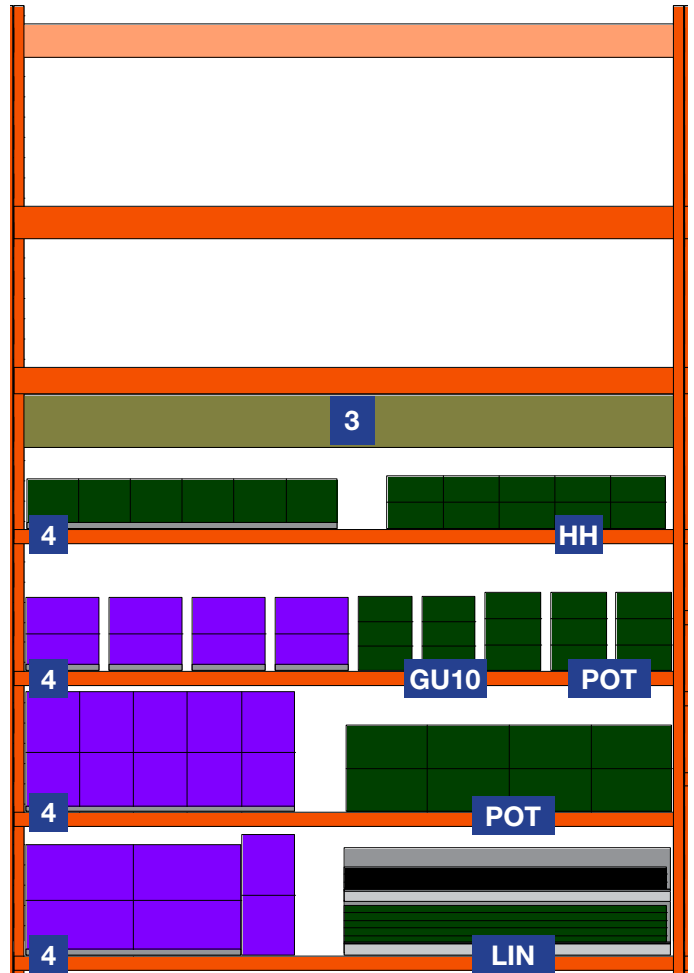


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LIN Linear

HH Household

GU10 GU10

POT Pot lights

Demo Bulb # 1000747940

Demo Bulb # 1000669714

Demo Bulb # 1000765920

3	LED Household <small>SOFT WHITE 2700K</small> <ul style="list-style-type: none"> Ideal for table and floor lamps Beautiful soft white light - similar to incandescent (2700K) 	LED Indoor Flood <small>BRIGHT WHITE 5000K</small> <ul style="list-style-type: none"> Ideal for track fixtures and recessed fixtures Beautiful crisp, bright white light (5000K) 	LED Indoor Flood <small>DAYLIGHT 5000K</small> <ul style="list-style-type: none"> Ideal for track fixtures and recessed fixtures Comforting natural daylight (5000K) 	PHILIPS
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4 LED Lighting

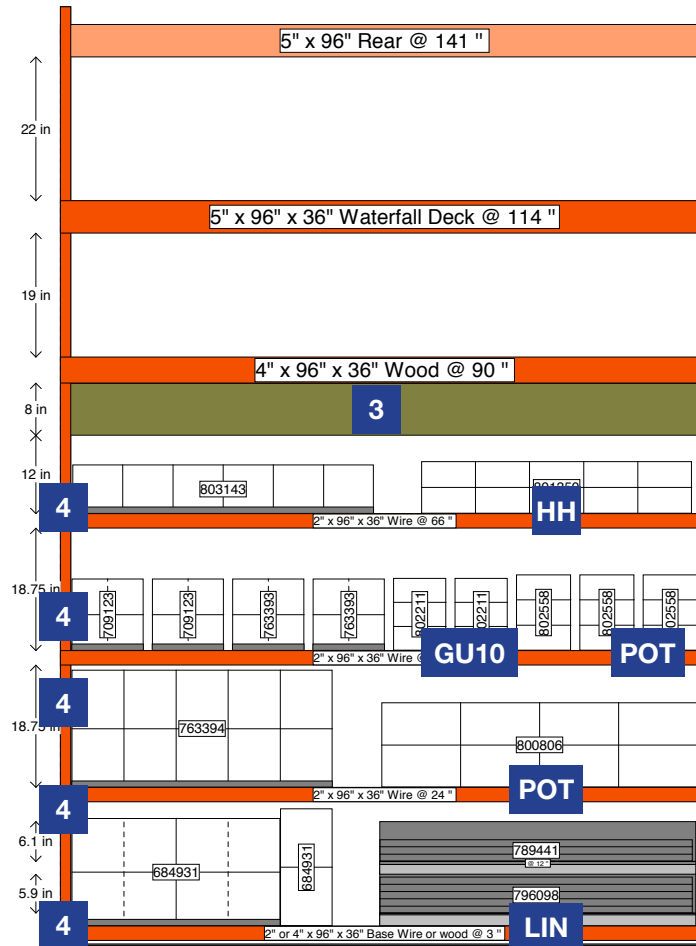


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In Bay Signage Requirements

Item #	Part #	Description	Quantity	HD Article #	Hardware Requirements	How to Order
3	D27E029C-01	Philips LED Lightbox sign (Left)	1	-	-	ePOP
4	D27E029C-32	LED Lighting Technology Insert	4	-	-	ePOP
POT	D27E029C-45	Pot Light Transparent Insert	2	-	-	ePOP
HH	D27E029C-53	Household Transparent Insert	1	-	-	ePOP
GU10	D27E029C-58	Halogen GU10 Insert	1	-	-	ePOP
LIN	D27E029C-44	Acetate Inserts, Linear	1	-	-	ePOP
	GA001C	AV Clips	2	-	-	ePOP
	GA002C	Zip Ties	2	-	-	ePOP



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Compact Fluorescent Lighting

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CFLs - Compact Fluorescent Lighting

Why choose CFLs?

- Energy saving: saves up to 70% in energy costs
- Long life: lasts up to 10 times longer than incandescent bulbs
- Multiple colour temperatures available: Soft White (2700K), Bright White (5000K), Daylight (6500K)
- ENERGY STAR® qualified bulbs available
- Replacement bulbs available in standard shapes and sizes for every bulb in your home

Things to consider

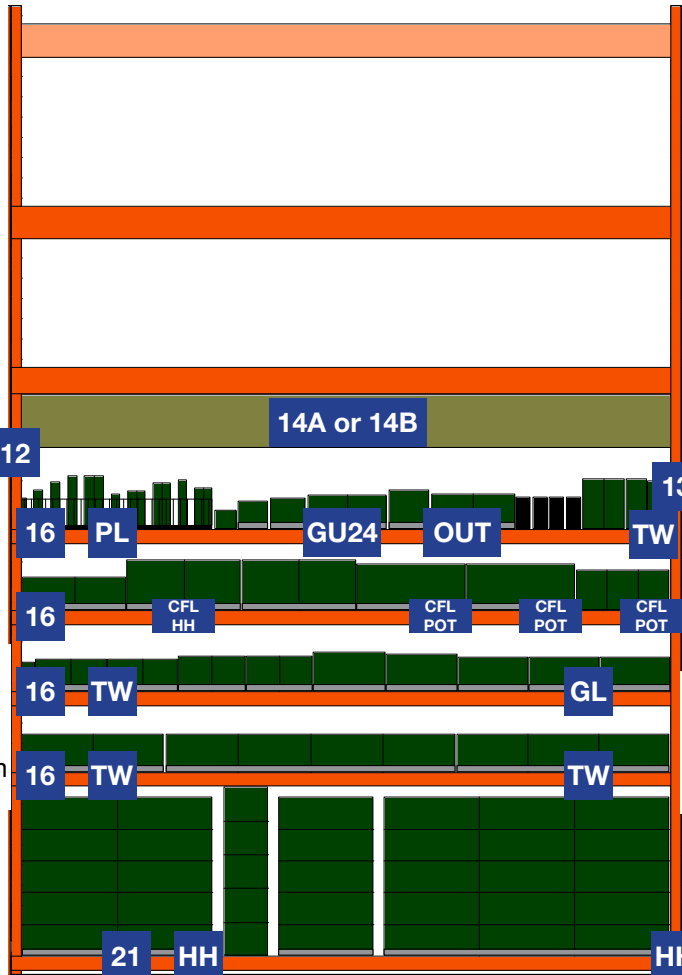
- **Wattage**: Amount of energy used by the bulb; check product packaging for wattage comparison
- **Colour Temperature**: Appearance of light colour; the lower the number, the more yellow and warmer the light colour; the higher the number, the whiter and cooler the light colour

Lumens = Brightness

Amount of light emitted from a bulb; not to be confused with wattage



Ask an Associate for details



TW Twister

OUT Outdoor

HH Household

PL PL

CFL POT Pot lights

GU24 GU24

GL Globes

14A CFL Household **SOFT WHITE (2700K)**
 ■ Warm white with yellow tone
 ■ Close to incandescent colour (2700K)

CFL Household **BRIGHT WHITE (5000K)**
 ■ Crisp, fresh white
 ■ Close to true white (5000K)

14B CFL Household **DAYLIGHT (6500K)**
 ■ Vibrant white with blue tone
 ■ Vivid cool white (6500K)

PHILIPS

16 Compact Fluorescent Lighting

21 EcoVantage Lighting

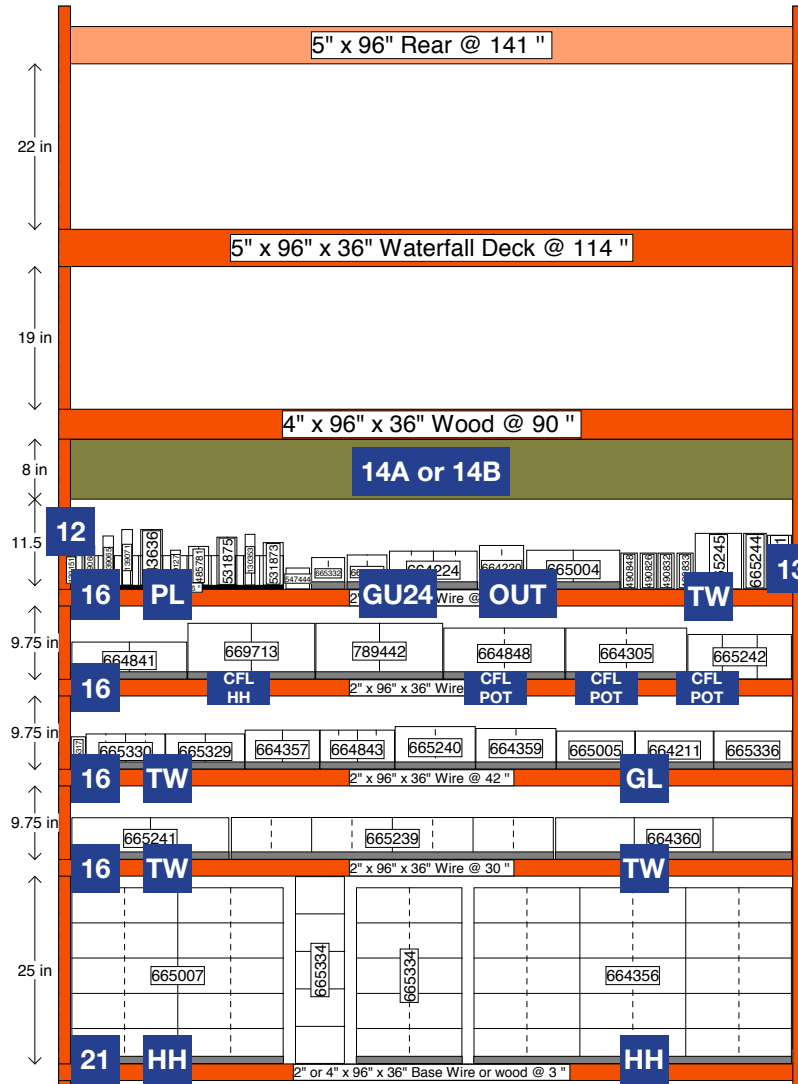


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In Bay Signage Requirements

Item #	Part #	Description	Quantity	HD Article #	Hardware Requirements	How to Order
12	D27E017C-AV2	CFL Aisle Violator	1	-	AV Clips	ePOP
13	D30019C-04	CFL UBS	1	-	Zip Ties	ePOP
14A	D27E029C-39	CFL Only Channel sign 1 (Left)	1	-	-	ePOP
14B	D27E029C-40	CFL Only Channel sign 2 (Left)	1	-	-	ePOP
16	D27E029C-46	CFL Insert	5	-	-	ePOP
21	D27E029C-57	EcoVantage Insert	1	-	-	ePOP
PL	D27E029C-50	PL Transparent Insert	1	-	-	ePOP
TW	D27E029C-51	Twister Transparent Insert	6	-	-	ePOP
CFL POT	D27E029C-52	CFL Pot Light Transparent Insert	3	-	-	ePOP
CFL HH	D27E029C-65	CFL Household Transparent Insert	1	-	-	ePOP
HH	D27E029C-53	Household Transparent Insert	2	-	-	ePOP
OUT	D27E029C-54	Outdoor Transparent Insert	1	-	-	ePOP
GU24	D27E029C-55	GU24 Transparent Insert	1	-	-	ePOP
	GA001C	AV Clips	2	-	-	ePOP
	GA002C	Zip Ties	2	-	-	ePOP

Merchandising POG shown is for POP reference only and is not to be used to set product. Refer to your store specific Merchandise POG for product placement.



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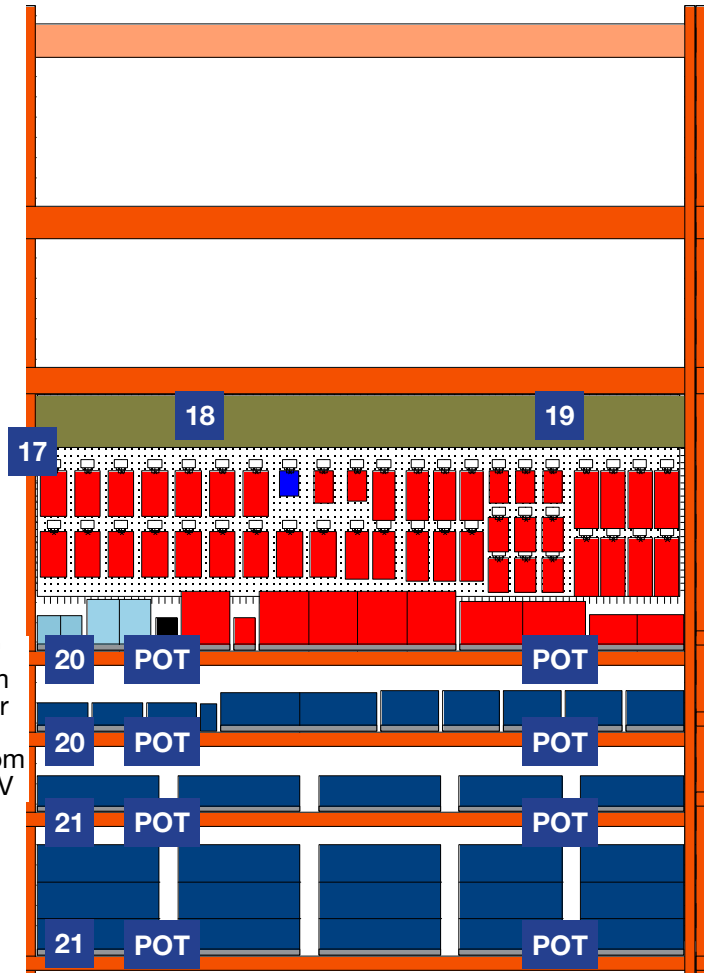
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Halogen Lighting



72" from floor to bottom of AV

POT Pot lights

18 PHILIPS Halogen Lighting

- Brightest white light
- Ideal for task, accent and general purpose lighting

<p>Household EcoVantage A19s (25W, 30W)</p> <ul style="list-style-type: none"> Energy saver - up to 25% savings* Fully dimmable Soft white to warm white light 	<p>Flood EcoVantage Indoor Halogen (P320)</p> <ul style="list-style-type: none"> Energy saver - up to 25% savings* Fully dimmable Bright white light 	<p>Flood EcoVantage Indoor Halogen (BR30/BR40)</p> <ul style="list-style-type: none"> Energy saver - up to 25% savings* Fully dimmable Bright white light
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<p>Flood EcoVantage Indoor/Outdoor Halogen (PAR 30/PAR 36)</p> <ul style="list-style-type: none"> Energy saver - up to 25% savings* Fully dimmable Bright white light 	<p>Flood Halogen Indoor/Outdoor (PAR 20)</p> <ul style="list-style-type: none"> Energy saver Fully dimmable Bright white light 	<p>Flood Halogen Indoor/Outdoor (PAR 30/PAR 36)</p> <ul style="list-style-type: none"> Energy saver Fully dimmable Bright white light
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BUY ONLINE PICK UP IN-STORE

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20 Halogen PAR Lighting

21 EcoVantage Lighting

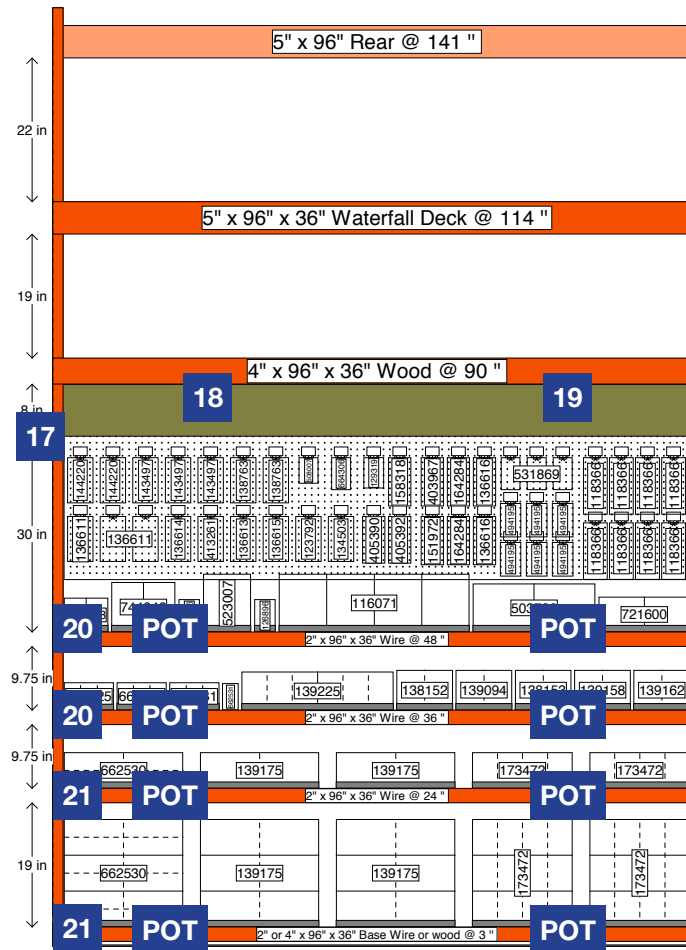


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In Bay Signage Requirements

Item #	Part #	Description	Quantity	HD Article #	Hardware Requirements	How to Order
17	D27E017C-AV3	Halogen Lighting Aisle Violator	1	-	AV Clips	ePOP
18	D27E029C-10	Halogen Lighting Channel Sign (Left)	1	-	Hanging C-Channel	ePOP
19	D27E029C-11	Halogen Lighting Channel Sign (Right)	1	-	Hanging C-Channel	ePOP
20	D27E029C-56	Halogen PAR Insert	2	-	-	ePOP
21	D27E029C-57	EcoVantage Insert	2	-	-	ePOP
POT	D27E029C-45	Pot Light Transparent Insert	8	-	-	ePOP
	GA001C	AV Clips	2	-	-	ePOP
	Vendor	48" x 8" Hanging C-Channel	2	-	-	ePOP

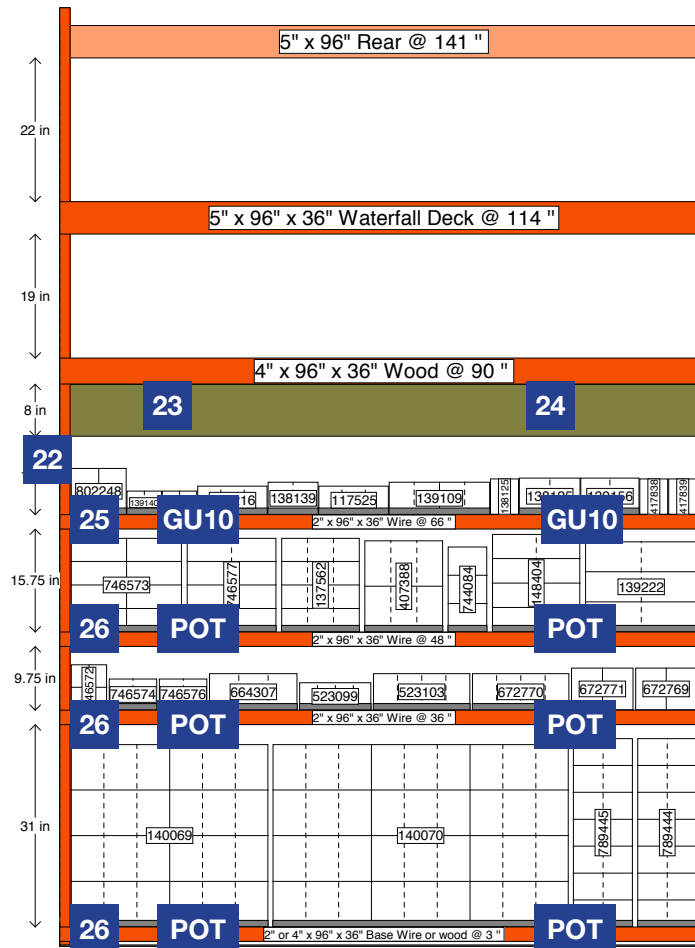


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In Bay Signage Requirements

Item #	Part #	Description	Quantity	HD Article #	Hardware Requirements	How to Order
22	D27E017C-AV4	Incandescent Lighting Aisle Violator	1	-	AV Clips	ePOP
23	D27E029C-14	House Hold Lighting Channel Sign (Left)	1	-	Hanging C-Channel	ePOP
24	D27E029C-15	House Hold Lighting Channel Sign (Right)	1	-	Hanging C-Channel	ePOP
25	D27E029C-58	Halogen GU10 Insert	1	-	-	ePOP
26	D27E029C-59	Incandescent Insert	3	-	-	ePOP
GU10	D27E029C-47	GU10 Transparent Insert	2	-	-	ePOP
POT	D27E029C-45	Pot Light Transparent Insert	6	-	-	ePOP
	Vendor	48" x 8" Hanging C-Channel	2	-	-	ePOP
	GA001C	AV Clips	2	-	-	ePOP



PROTOTYPICAL






Sign Planogram: Light Bulbs Bay Name: Light bulbs 9.7

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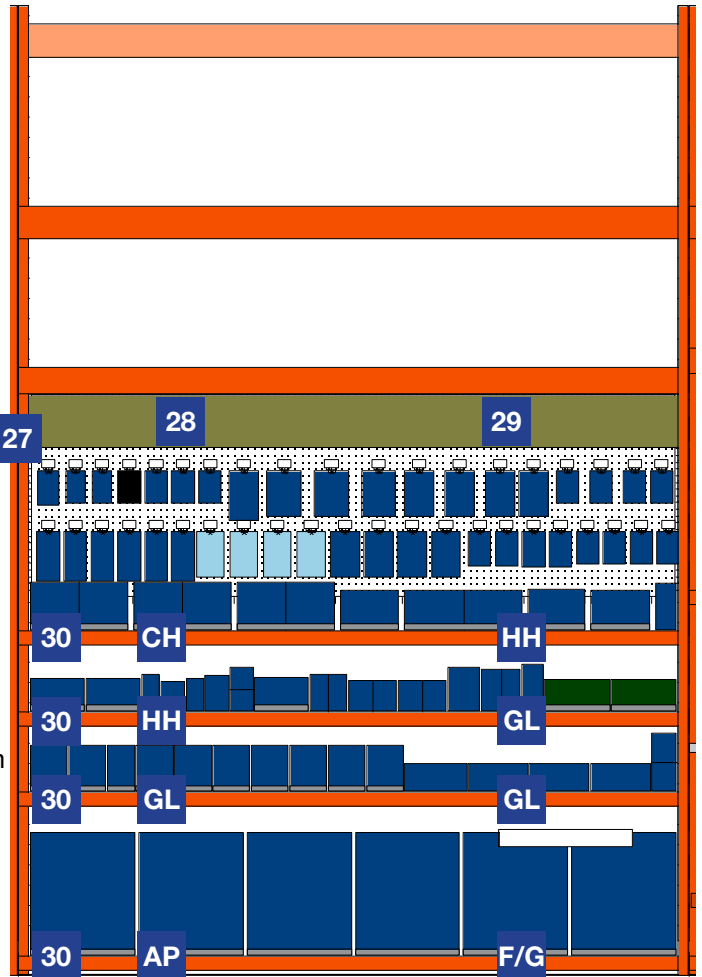
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Specialty Lighting

- CH** Chandelier 
- AP** Appliance 
- HH** Household 
- GL** Globes 
- F/G** Fan/Garage 

72" from floor to bottom of AV



28 PHILIPS Decorative Lighting

Nightlights



- Available in clear or white
- Change the light settings to your liking

Tubular



- Use in Aquariums, Garden lights, and signs, display cases, desk lamps

Appliance



- Specifically designed for built-in appliances
- For use in microwaves, ovens, refrigerators and more

29

Fan/Garage



- Designed with a standard, standard filament filament for use in ceiling fans and garage fans

Globe



- Available in clear or white
- Perfect for hanging fixtures or table lamps

Chandelier



- Available in clear or frosted
- Available in multiple and decorative colors

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Specialty Lighting

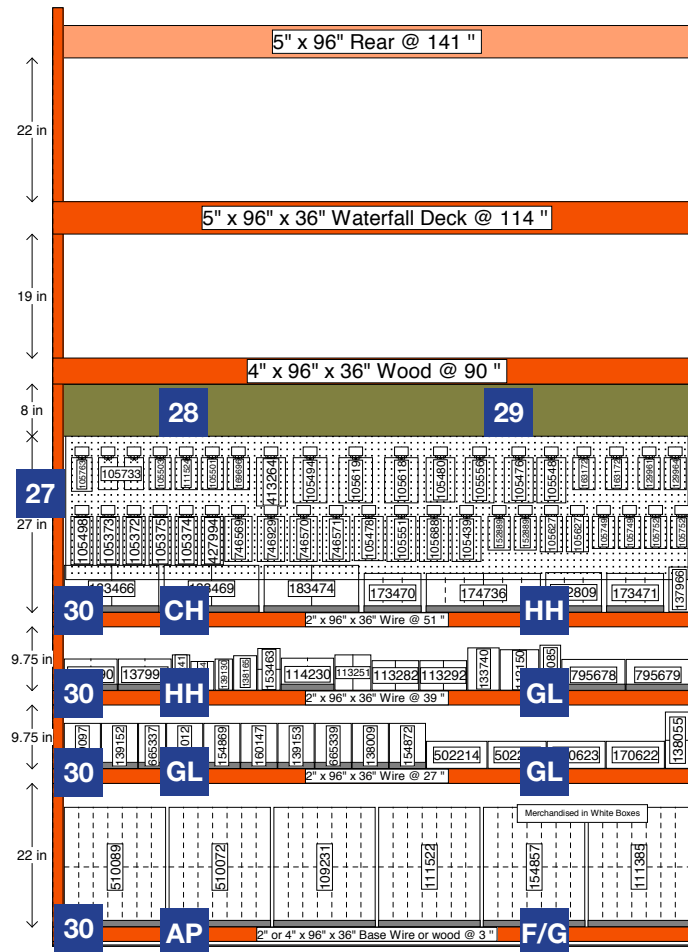


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In Bay Signage Requirements

Item #	Part #	Description	Quantity	HD Article #	Hardware Requirements	How to Order
27	D27E017C-AV5	Specialty Lighting Aisle Violator	1	-	AV Clips	ePOP
28	D27E029C-26	Decorative Lighting Channel Sign (Left) Version A	1	-	Hanging C-Channel	ePOP
29	D27E029C-27	Decorative Lighting Channel Sign (Right) Version A	1	-	Hanging C-Channel	ePOP
30	D27E029C-60	Specialty Lighting Insert	4	-	-	ePOP
HH	D27E029C-53	Household Transparent Insert	2	-	-	ePOP
CH	D27E029C-61	Chandelier Transparent Insert	1	-	-	ePOP
GL	D27E029C-62	Globes Transparent Insert	3	-	-	ePOP
AP	D27E029C-63	Appliance Transparent Insert	1	-	-	ePOP
F/G	D27E029C-64	Fan/Garage Transparent Insert	1	-	-	ePOP
	GA001C	AV Clips	2	-	-	ePOP
	Vendor	48" x 8" Hanging C-Channel	2	-	-	Vendor Supplied

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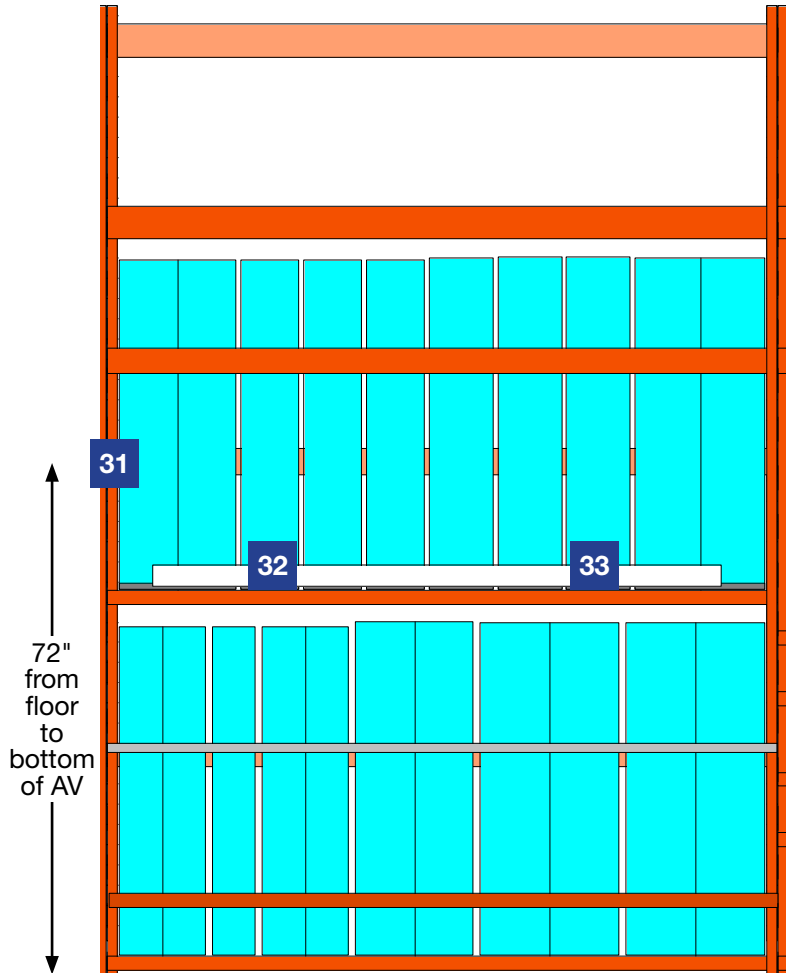
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Fluorescent Lighting



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PHILIPS Choosing the Right Fluorescent Tube

Kelvin (K)

- Colour temperatures allow you to choose the ideal lighting for the overall atmosphere for any room
- Use the colour charts to choose from a wide range of colour temperatures, from warm (3000K) to cool (6500K)

Colour Rendering Index (CRI)

- Indicates how light sources show the colour of specific objects, materials and skin tones
- Use the CRI scale to choose the tube that best matches your lighting needs
- Light bulbs with high CRI (80-100 CRI) tend to make people and objects look better than light bulbs with lower CRIs

Match tube codes to replace existing tubes:



33

Soft White	Neutral	Cool White	Natural Light	Daylight Deluxe
3000K	3500K	4100K	5000K	6500K
Kitchen, Bath	Office	Garage, Basement	Any Room in the Home	Garage, Workshop, Laundry

- Creates a comfortable, pleasant atmosphere
- Available in 70-80 CRI
- Balanced general purpose lighting
- Available in 70-80 CRI
- Efficient task lighting
- Available in 80-85 CRI
- Simulate natural, outdoor light
- Available in 70-80 CRI
- Creates a cool, refreshing environment
- Available in 70-80 CRI

Consider replacing all of your tubes with a higher CRI to get consistent colour tones in your environment

Earth-Friendly Tubes

- ALTO lamps are better for the environment because of their reduced mercury content



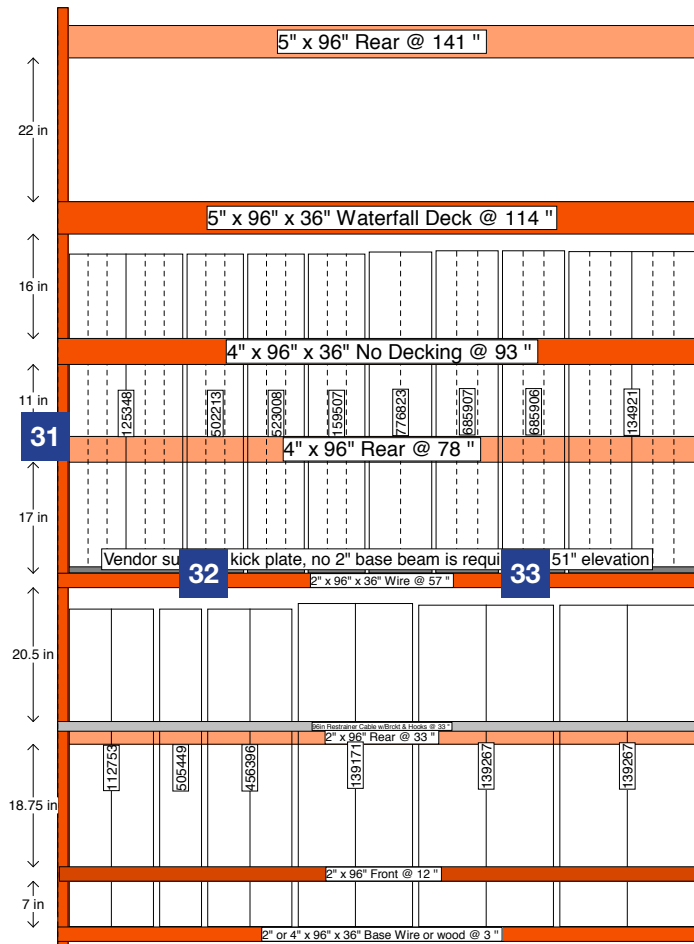


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In Bay Signage Requirements

Item #	Part #	Description	Quantity	HD Article #	Hardware Requirements	How to Order
31	D27E017C-AV5	Specialty Lighting Aisle Violator	1	-	AV Clips	ePOP
32	D27E029C-28	Choosing the Right Fluorescent Tube Left	1	-	Vendor	ePOP
33	D27E029C-29	Choosing the Right Fluorescent Tube Right	1	-	Vendor	ePOP
	Vendor	48" x 8" Hanging C-Channel	2	-	-	Vendor Supplied
	GA001C	AV Clips	2	-	-	ePOP

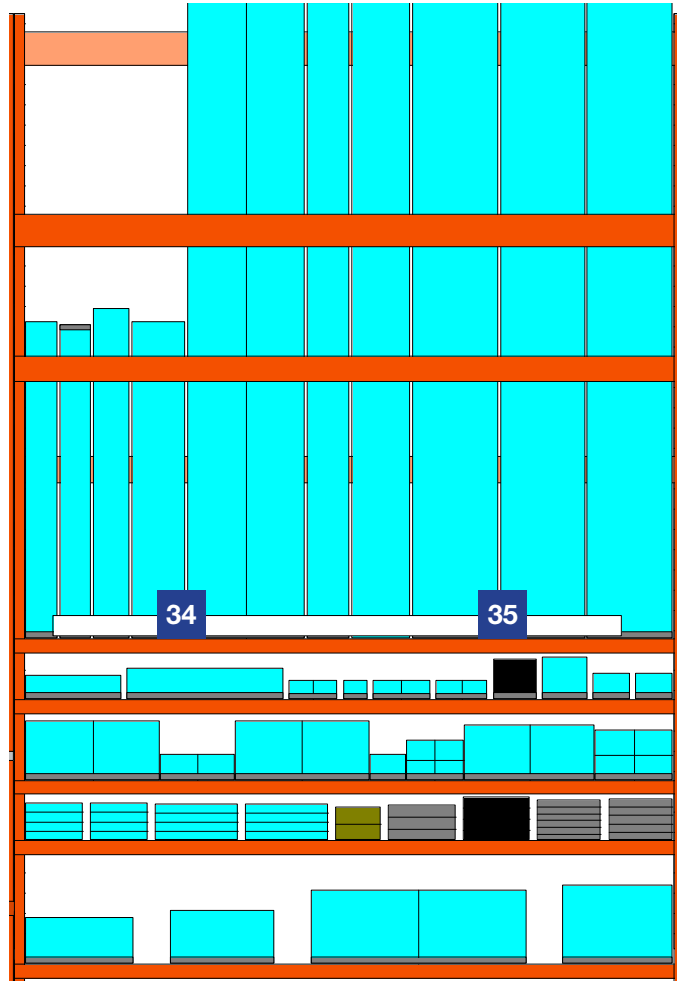


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PHILIPS Choosing the Right Fluorescent Tube

Fluorescent tubes are long lasting
and offer low energy consumption

Choose a Diameter



T12 = 1-1/2"



T8 = 1"



T5 = 1/2"

35

Choose a Length

- To determine the correct length, measure from pin to pin (do not measure the bulb)
- Most common lengths: 8', 4', 3', 2' and 18"



Match tube codes to replace existing tubes:



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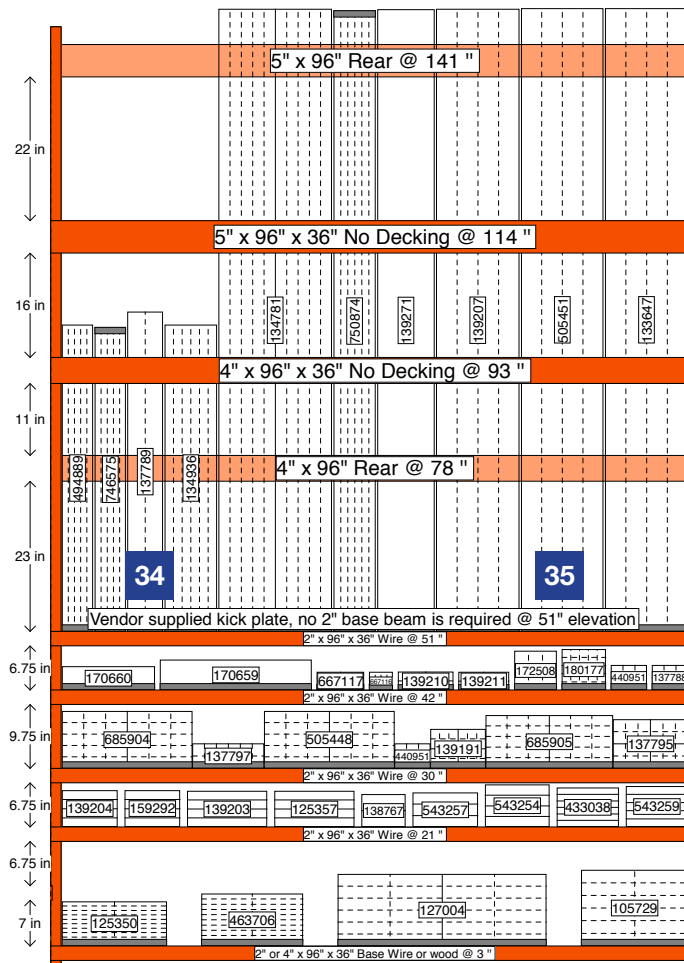


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In Bay Signage Requirements

Item #	Part #	Description	Quantity	HD Article #	Hardware Requirements	How to Order
34	D27E029C-30	Choosing the Right Fluorescent Tube Channel Sign Left	1	-	Vendor	ePOP
35	D27E029C-31	Choosing the Right Fluorescent Tube Channel Sign Right	1	-	Vendor	ePOP
	Vendor	48" x 8" Hanging C-Channel	2	-	-	Vendor Supplied