



PROTOTYPICAL

Sign Planogram: Light Bulbs Bay Name: Light bulbs 5.1 & 6.1

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LED Lighting

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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

MR16 MR16

HH Household

GU10 GU10

CH Chandelier

NOTE: Left Bay shown above for visual reference

Demo Bulb # 1000657673 Demo Bulb # 1000669714 Demo Bulb # 1000747940

3A

<p>LED Household <small>SOFT WHITE (2700K)</small></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 <small>BRIGHT WHITE (3000K)</small></p> <ul style="list-style-type: none"> ■ Ideal for track fixtures and recessed fixtures ■ Beautiful crisp, bright white light (3000K) 	<p>LED Indoor Flood <small>DAYLIGHT (5000K)</small></p> <ul style="list-style-type: none"> ■ Ideal for track fixtures and recessed fixtures ■ Comforting natural daylight (5000K) 	PHILIPS
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Item 3A: Left Bay Lightbox

3B

<p>LED Household <small>SOFT WHITE (2700K)</small></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 <small>BRIGHT WHITE (3000K)</small></p> <ul style="list-style-type: none"> ■ Ideal for track fixtures and recessed fixtures ■ Beautiful crisp, bright white light (3000K) 	<p>LED Indoor Flood <small>DAYLIGHT (5000K)</small></p> <ul style="list-style-type: none"> ■ Ideal for track fixtures and recessed fixtures ■ Comforting natural daylight (5000K) 	PHILIPS
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Item 3B: Left Bay Faux Lightbox

Demo Bulb # 1000657673 Demo Bulb # 1000669714 Demo Bulb # 1000747940

4

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

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LED Lighting



PROTOTYPICAL

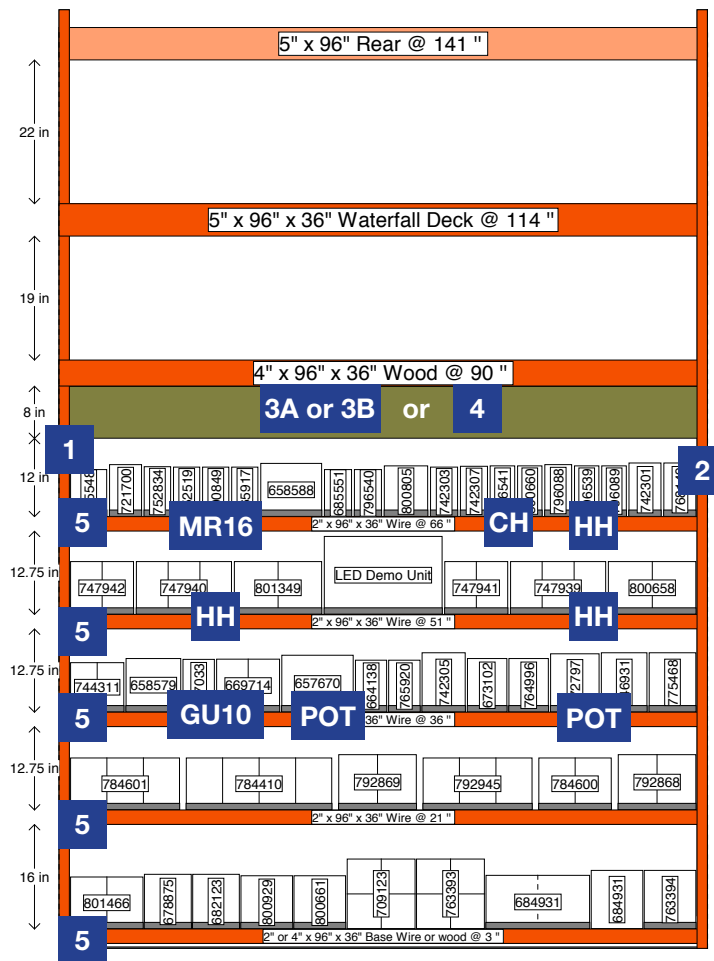
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In Bay Signage Requirements

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
3A	D27E029C-01	Philips LED Lightbox sign (Left)	1	-	-	ePOP
3B	D27E029C-03	Philips LED Faux Lightbox sign (Left)	1	-	-	ePOP
4	D27E029C-02	Philips LED Lightbox sign (Right)	1	-	-	ePOP
5	D27E029C-32	LED Lighting Technology Insert	5	-	-	ePOP
MR16	D27E029C-49	MR16 Transparent Insert	1	-	-	ePOP
CH	D27E029C-61	Chandelier Transparent Insert	1	-	-	ePOP
HH	D27E029C-53	Household Transparent Insert	4	-	-	ePOP
GU10	D27E029C-47	GU10 Transparent Insert	1	-	-	ePOP
POT	D27E029C-45	Pot Light Transparent Insert	3	-	-	ePOP
	GA001C	AV Clips	2	-	-	ePOP
	GA002C	Zip Ties	2	-	-	ePOP



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6 Compact Fluorescent Lighting

7 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)

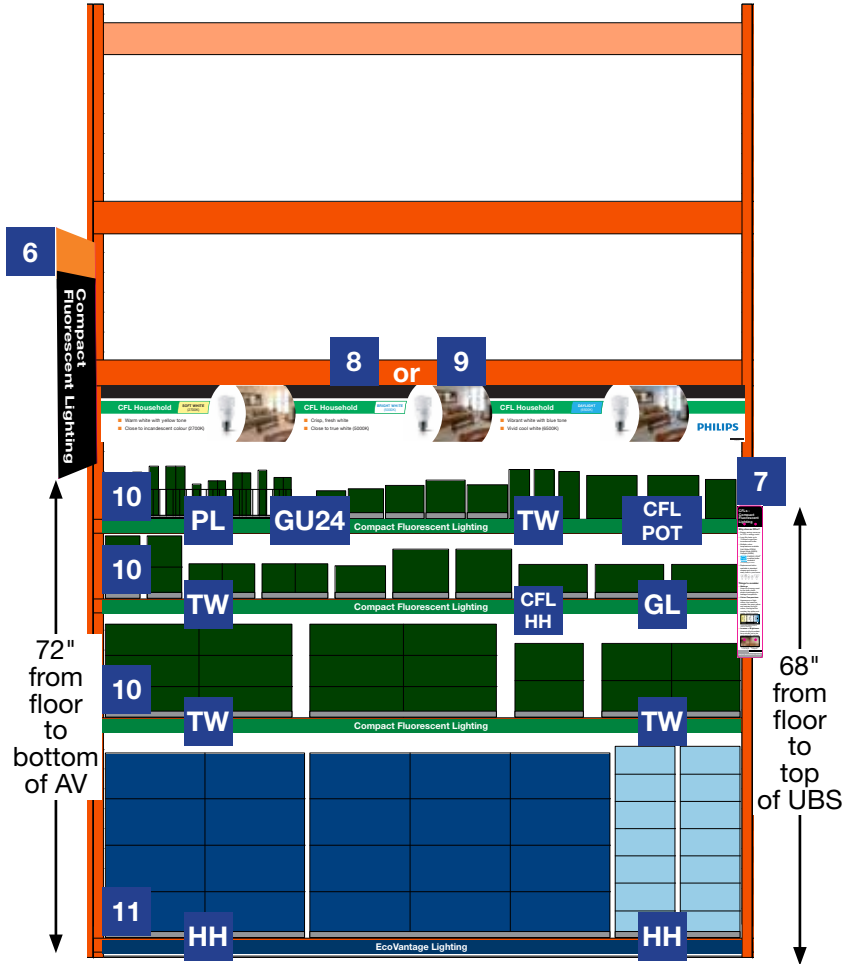
ENERGY STAR qualified bulbs available

- 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
- Lumen**: Brightness; Amount of light emitted from a bulb; not to be confused with wattage

Ask an Associate for details



NOTE: Left Bay shown above for visual reference

PL **PL**

GU24 **GU24**

CFL POT **Globes**

CFL POT **Pot lights**

HH **Household**

TW **Twister**

CFL HH **Household**

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CFL Household SOFT WHITE (2700K)	CFL Household BRIGHT WHITE (5000K)	CFL Household DAYLIGHT (6500K)
Warm white with yellow tone Close to incandescent colour (2700K)	Crisp, fresh white Close to true white (5000K)	Vibrant white with blue tone Vivid cool white (6500K)

PHILIPS

Item 8: Left Bay Faux Lightbox

9

CFL Household DAYLIGHT (6500K)	CFL Household BRIGHT WHITE (5000K)	CFL Household SOFT WHITE (2700K)
Vibrant white with blue tone Vivid cool white (6500K)	Crisp, fresh white Close to true white (5000K)	Warm white with yellow tone Close to incandescent colour (2700K)

PHILIPS

Item 9: Right Bay Faux Lightbox

10 Compact Fluorescent Lighting

11 EcoVantage Lighting



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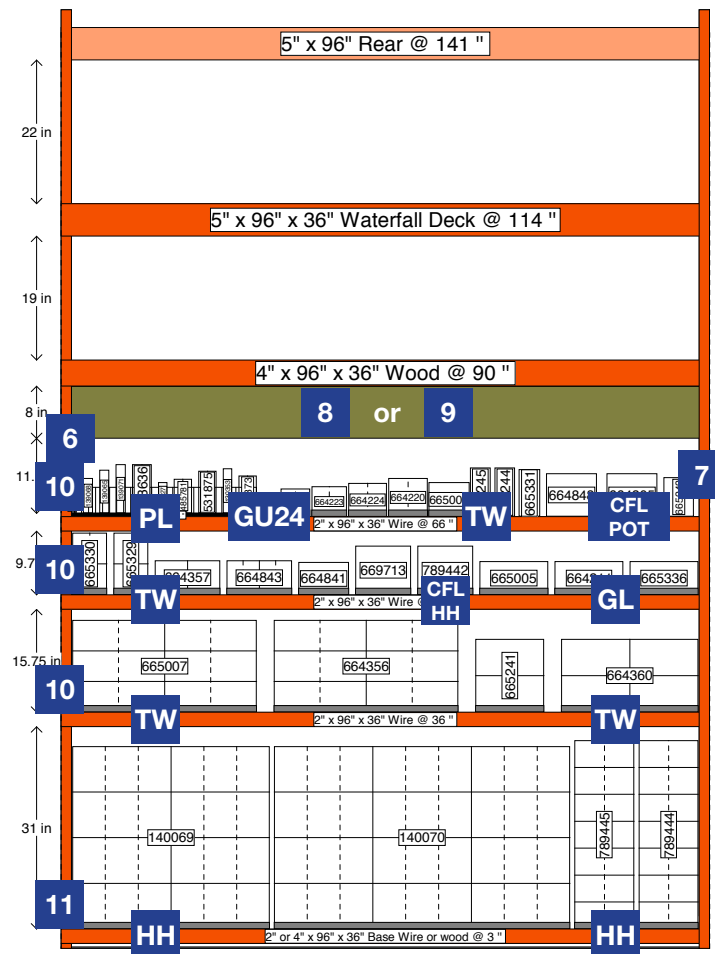
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In Bay Signage Requirements

Item #	Part #	Description	Quantity	HD Article #	Hardware Requirements	How to Order
6	D27E017C-AV2	CFL Aisle Violator	1	-	AV Clips	ePOP
7	D30019C-04	CFL UBS	1	-	Zip Ties	ePOP
8	D27E029C-08	CFL Only Faux Lightbox sign (Left)	1	-	-	ePOP
9	D27E029C-09	CFL Only Faux Lightbox sign (Right)	1	-	-	ePOP
10	D27E029C-46	CFL Insert	3	-	-	ePOP
11	D27E029C-57	EcoVantage Insert	1	-	-	ePOP
GU24	D27E029C-55	GU24 Transparent Insert	1	-	-	ePOP
TW	D27E029C-51	Twister Transparent Insert	6	-	-	ePOP
GL	D27E029C-62	Globes Transparent Insert	1	-	-	ePOP
PL	D27E029C-50	PL Transparent Insert	1	-	-	ePOP
HH	D27E029C-53	Household Transparent Insert	2	-	-	ePOP
CFL HH	D27E029C-65	CFL Household Transparent Insert	1	-	-	ePOP
CFL POT	D27E029C-52	CFL Pot Light 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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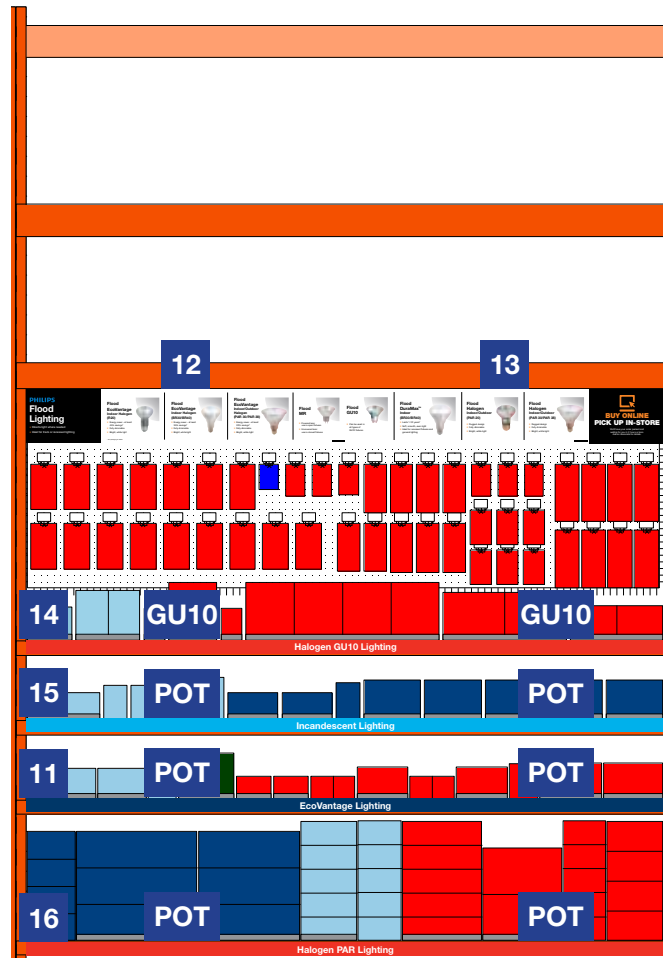
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12 PHILIPS Flood Lighting

- Directs light where needed
- Ideal for task or recessed lighting

Flood EcoVantage Indoor Halogen (R2) <ul style="list-style-type: none"> 200-watt, 200-lumen 200-watt, 200-lumen 200-watt, 200-lumen 200-watt, 200-lumen 	Flood EcoVantage Indoor Halogen (R2) <ul style="list-style-type: none"> 200-watt, 200-lumen 200-watt, 200-lumen 200-watt, 200-lumen 200-watt, 200-lumen 	Flood EcoVantage Indoor/Outdoor Halogen (PAR 30/PAR 38) <ul style="list-style-type: none"> 200-watt, 200-lumen 200-watt, 200-lumen 200-watt, 200-lumen 200-watt, 200-lumen 	Flood MR <ul style="list-style-type: none"> 200-watt, 200-lumen 200-watt, 200-lumen 200-watt, 200-lumen 200-watt, 200-lumen
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Flood GU10 <ul style="list-style-type: none"> 50-watt, 500-lumen 50-watt, 500-lumen 50-watt, 500-lumen 50-watt, 500-lumen 	Flood DuraMax Indoor (BR30/BR40) <ul style="list-style-type: none"> 50-watt, 500-lumen 50-watt, 500-lumen 50-watt, 500-lumen 50-watt, 500-lumen 	Flood Halogen Indoor/Outdoor (PAR 20) <ul style="list-style-type: none"> 50-watt, 500-lumen 50-watt, 500-lumen 50-watt, 500-lumen 50-watt, 500-lumen 	Flood Halogen Indoor/Outdoor (PAR 30/PAR 38) <ul style="list-style-type: none"> 50-watt, 500-lumen 50-watt, 500-lumen 50-watt, 500-lumen 50-watt, 500-lumen
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BUY ONLINE PICK UP IN-STORE

11 EcoVantage Lighting

14 Halogen GU10 Lighting

15 Incandescent Lighting

16 Halogen PAR Lighting

GU10 **GU10**

POT **Pot lights**



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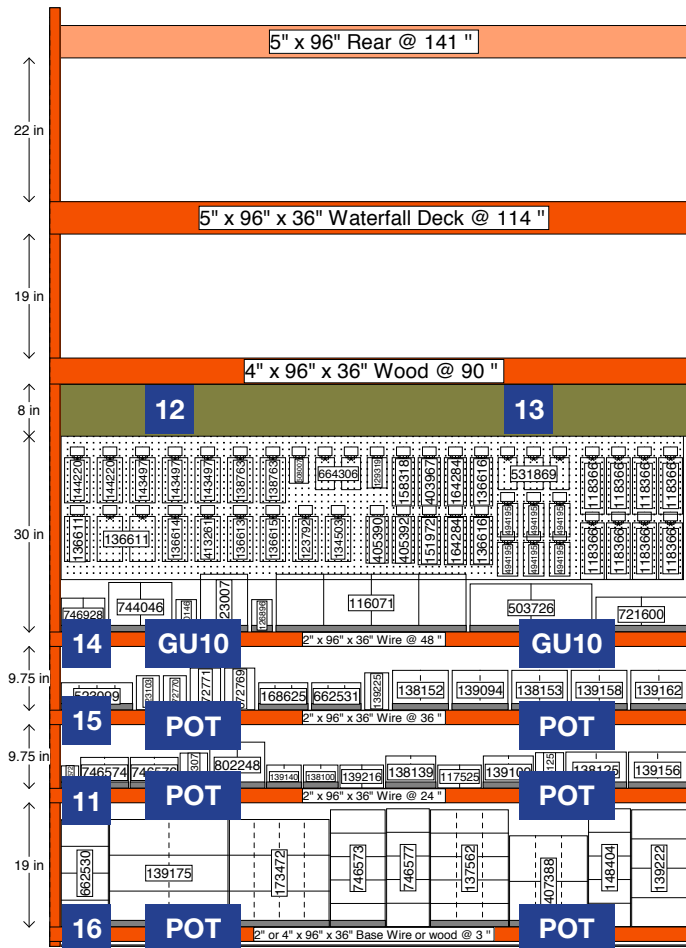
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In Bay Signage Requirements

Item #	Part #	Description	Quantity	HD Article #	Hardware Requirements	How to Order
11	D27E029C-57	EcoVantage Insert	1	-	-	ePOP
12	D27E029C-18	Flood Lighting Channel Sign (Left) Version C	1	-	Hanging Channel Sign	ePOP
13	D27E029C-19	Flood Lighting Channel Sign (Right) Version C	1	-	Hanging Channel Sign	ePOP
14	D27E029C-58	Halogen GU10 Insert	1	-	-	ePOP
15	D27E029C-59	Incandescent Insert	1	-	-	ePOP
16	D27E029C-56	Halogen PAR Insert	1	-	-	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	-	-	Vendor



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17 Incandescent Lighting

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

18 PHILIPS Household Lighting

- General household usage
- For every application in the home
- Wide variety of decorative and specialized light bulbs

<p>Household EcoVantage A-line Bulb (A19)</p> <ul style="list-style-type: none"> • Energy saver - at least 80% savings! • Fully dimmable • Soft white or crisp high light 	<p>Appliance</p> <ul style="list-style-type: none"> • Specifically designed for refrigerators, freezers and ovens 	<p>Fan/Garage</p> <ul style="list-style-type: none"> • Designed with additional ventilation • Resists moisture damage and is easy to clean
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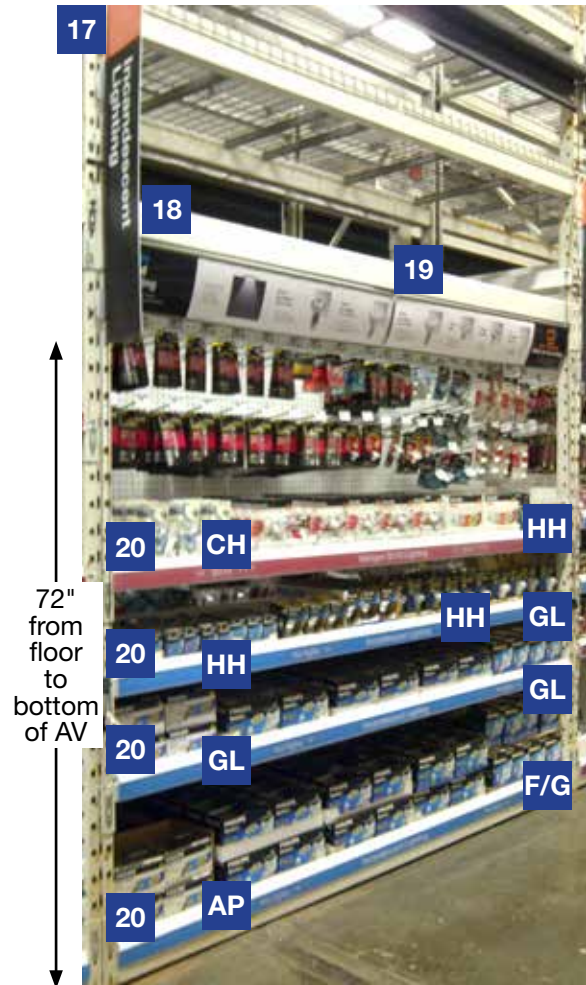
19

<p>Tri-light</p> <ul style="list-style-type: none"> • 3-bulb, white light • Perfect for table or floor lamps 	<p>Globe</p> <ul style="list-style-type: none"> • Available in clear or white • Perfect for open shelving • Perfect for entry light 	<p>Chandelier</p> <ul style="list-style-type: none"> • Available in clear or frosted • Available in various sizes and finishes
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BUY ONLINE PICK UP IN-STORE

Get it today, just online and ready for pickup in-store. See all products for details.

20 Specialty Lighting



NOTE: Left Bay shown above for visual reference



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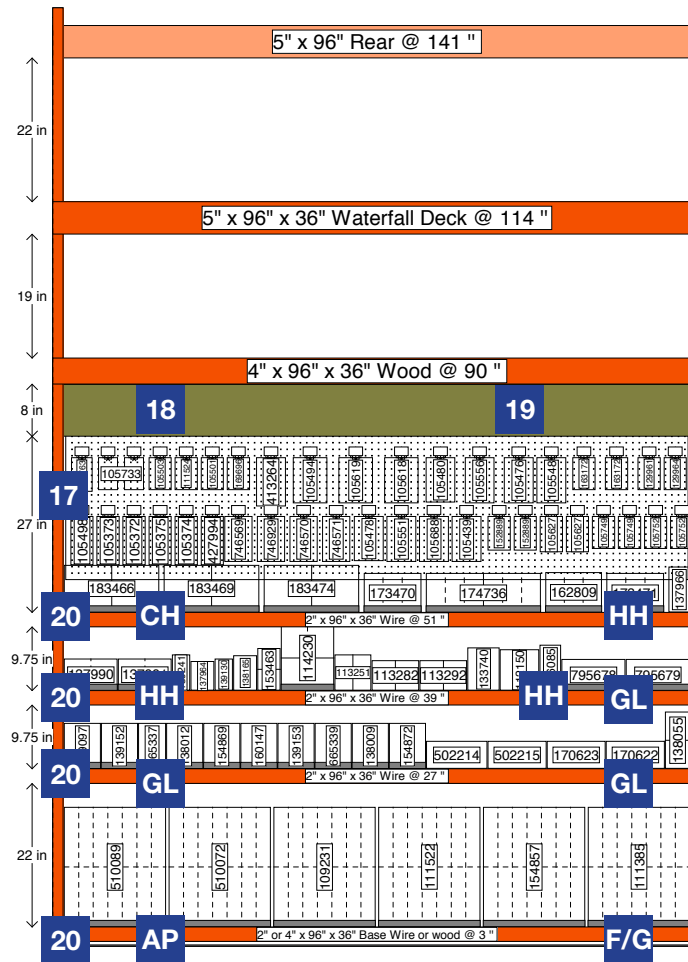
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In Bay Signage Requirements

Item #	Part #	Description	Quantity	HD Article #	Hardware Requirements	How to Order
17	D27E017C-AV4	Incandescent Lighting Aisle Violator	1	-	AV Clips	ePOP
18	D27E029C-24	House Hold Lighting Channel Sign (Left)	1	-	Hanging C-Channel	ePOP
19	D27E029C-25	House Hold Lighting Channel Sign (Right)	1	-	Hanging C-Channel	ePOP
20	D27E029C-59	Incandescent Insert	2	-	-	ePOP
CH	D27E029C-48	Chandelier Transparent Insert	1	-	-	ePOP
GL	D27E029C-62	Globes Transparent Insert	3	-	-	ePOP
HH	D27E029C-53	Household Transparent Insert	3	-	-	ePOP
AP	D27E029C-63	Appliance Transparent Insert	1	-	-	ePOP
F/G	D27E029C-64	Fan/Garage Transparent Insert	1	-	-	ePOP
	Vendor	48" x 8" Hanging C-Channel	2	-	-	Vendor



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Fluorescent Lighting

21

Fluorescent Lighting

22

23

72" from floor to bottom of AV



22

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:



23

Soft White 3000K	Neutral 3500K	Cool White 4100K	Natural Light 5000K	Daylight Deluxe 6500K
Kitchen, Bath	Office	Garage, Basement	Any Room in the Home	Garage, Workshop, Laundry
<ul style="list-style-type: none"> • Creates a comfortable, pleasant atmosphere • Available in 78-85 CRI 	<ul style="list-style-type: none"> • Balanced general purpose lighting • Available in 70-85 CRI 	<ul style="list-style-type: none"> • Efficient task lighting • Available in 62-85 CRI 	<ul style="list-style-type: none"> • Simulate natural, outdoor light • Available in 70-98 CRI 	<ul style="list-style-type: none"> • Creates a cool, refreshing environment • Available in 78-85 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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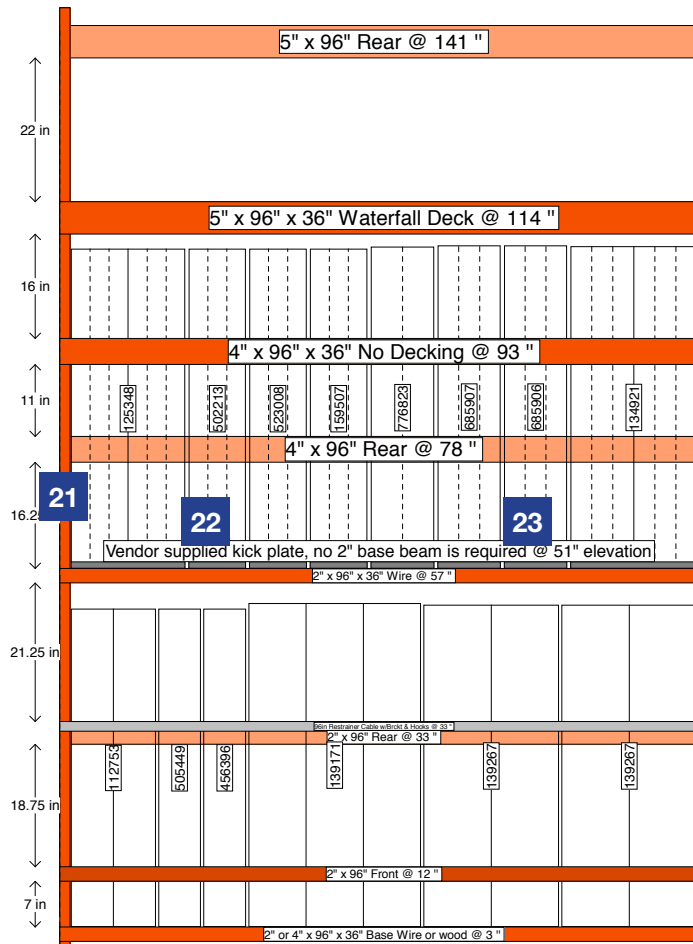
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In Bay Signage Requirements

Item #	Part #	Description	Quantity	HD Article #	Hardware Requirements	How to Order
21	D27E017C-AV5	Specialty Lighting Aisle Violator	1	-	AV Clips	ePOP
22	D27E029C-08	Choosing the Right Fluorescent Tube (Left)	1	-	Vendor	ePOP
23	D27E029C-09	Choosing the Right Fluorescent Tube (Right)	1	-	Vendor	ePOP
	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"



25

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:



**BUY ONLINE
PICK UP IN-STORE**

Buy online and pick up in-store
waiting for you 24 hours a day.
Pick up in-store for details.



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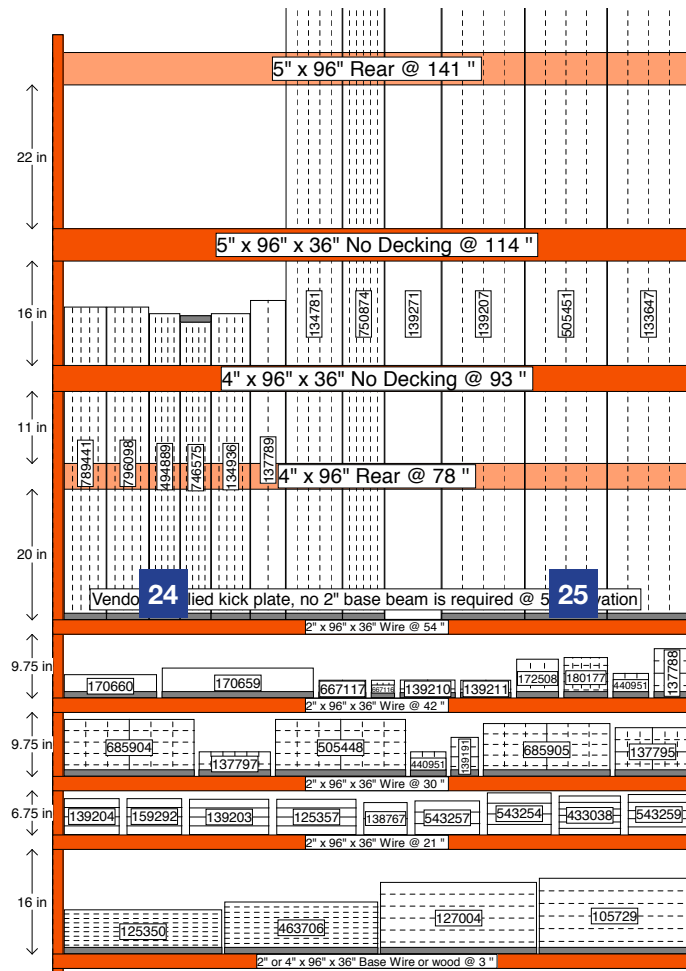
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In Bay Signage Requirements

Item #	Part #	Description	Quantity	HD Article #	Hardware Requirements	How to Order
24	D27E029C-10	Choosing the Right Fluorescent Tube Channel Sign (Left)	1	-	Vendor	ePOP
25	D27E029C-11	Choosing the Right Fluorescent Tube Channel Sign (Right)	1	-	Vendor	ePOP