

retail case study: Hornbach DIY Stores



Background

With an average store size of more than 10,000 m², Hornbach is the market leader in the DIY megastore segment in Germany and Europe. The company provides a comprehensive range of products at permanently low prices at its 130 DIY megastores with garden centers across Europe.

Today, Hornbach operates in 8 countries. The company's international expansion began in Austria, with the first store outside Germany being opened in 1996. In addition to Austria, Hornbach-Baumarkt-AG now operates DIY megastores with garden centers in the Netherlands, Luxembourg, Sweden, Switzerland, Slovakia and the Czech Republic.

Hornbach wanted to update the lighting in their store in Groningen in order to increase the quality of lighting, significantly raise energy efficiency of its lighting system and have flexible internet-based lighting control.

Original Situation

- Illuminated by conventional narrow angle lighting fitting, equipped with 400W metal halide lamps
- Lamps operating for four years (more than 16,000 hours)
- Average lighting intensity showed only 60 percent of its original quality
- Lamp spectral colors were altered, leaning towards yellow, green and blue
- Hornbach required a solution that would give them flexibility in terms of illumination levels across the store (control and dimming)

Snapshot

Energy Savings
39%

Lamp Power

Reduced from 450w to 280w

Annual kWh Reduced

340.000 kWh

Maintenance Cost

Reduced by 50%

Annual CO² Saved

244 metric tons

Simple Payback Period

Less than 3 years

Total Annual Saving

€48,000

The Result

- Achieved 39% energy savings
- In addition to the saved energy, light levels were increased by ~15% and matched according to the commercial requirements of the store (between 300-700 lux)
- Light color uniform throughout the store
- 50% reduction in maintenance costs
- Control and dimming capabilities (deployed according to requirements) increased energy saving to above 39%



“Novalux, Metrolight’s installation partner, did a great job. We are completely satisfied with the result in Groningen”

Andreas Grün,
Director Facility Management at Hornbach



Features	Before Installation	After Installation	Savings
Fixture Power Consumption	450 Watts	280 Watts	-
Operating Hours/Days	4200	4200	-
Annual Lighting-Related Energy Cost (Euro)	€ 115,000	€ 67,000	€ 48,000
Total Annual Savings (Euro)	€ 48,000		
Simple Payback/ROI	33 Months		

Integration Partners:
novalux



www.novalux.ag

Novalux is a young, dynamic and growing company with a designated expertise for intelligent, cost saving lighting systems in the commercial sector. Situated in Leipzig, Novalux operates in Germany and Europe. Novalux is a planning as well as crafting firm and a service provider – but first and foremost they are a partner to their customers.

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