

Philips LEDs on Costa Cruises' Fleet: One More Step Toward Sustainability

December 15, 2014 /3BL Media/ - Royal Philips (NYSE: PHG, AEX: PHIA), the global leader in lighting, is supporting Costa Cruises in its path of sustainable business by upgrading its fleet with the latest LED lighting. More than 300,000 light fittings are being replaced across 10 ships with the MASTER LED and CorePro LEDTube solutions. The lighting project guarantees energy savings of up to 80 percent and a resulting huge reduction in fuel consumption and CO2 emissions. The switch to energy-efficient LED technology is the latest step toward the company's goal of slashing emissions in line with the established target.

"We are proud to have incorporated Philips' experience and solutions into such a technologically advanced project," said Roberto Brambilla, professional commercial director, Philips Lighting IIG. "Philips has always been committed to improving people's lives through considerable and valuable innovations. This project furthers the LED revolution with technology that requires less energy and has a far smaller environmental impact than traditional lighting solutions."

As well as securing this major energy achievement, the LEDs emit excellent quality white light, resembling natural sunlight, that does not irritate or tire the eyes, while providing instant, maximum-intensity light with fittings that stay at room temperature. The installed lighting solutions provide a brighter environment and create a more welcoming and relaxing atmosphere than the previous halogen bulbs.

Stefania Lallai, Costa Cruises sustainability and PR director, stated, "This initiative between two companies engaged in issues regarding the preservation and protection of the environment represents another step forward by Costa Cruises in the field of sustainability and is part of the projects undertaken to attenuate the impact generated and to reduce energy consumption on board."

Philips is working closely with the Travel Foundation and climate groups to implement green technologies across the travel industry.