

# Philips Lighting

your capable partner

In the world of food and beverage, entertainment and service you operate in a world of changing tastes and trends. A world changing, with people constantly searching for a better leisure experience.

At Philips we are also constantly searching for ways to make things better, to enhance the life and lifestyles of people everywhere. We invest in continuous research to keep up with and anticipate people's changing needs.

We are focused on practical innovation.

We are working with you, to help you meet the needs of your customers and stay ahead in a competitive market-place.

Philips HeLeN lamps – *today's terrace heating.*

For further information please

contact Philips Lighting by

Tel: +33 3 83 80 30 02

Fax: +33 3 80 80 30 48

or by Email: [infrared@philips.com](mailto:infrared@philips.com)

# Terrace heating - more profit from outside



[www.infrared.philips.com](http://www.infrared.philips.com)

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 **HeLeN**

**PHILIPS**

# Looking to attract more customers?

Many customers love eating and drinking alfresco. So your terrace, patio, or garden should be an added attraction, to bring you extra revenue, all year round.

The key is heating.

The choice is simple,

Philips HeLeN heat lamps.

It differentiates you from competitors. It allows you to offer your customers outside space for more of the year, more of the day and night, and it will help attract more customers to fill your empty tables.

# Switch on your outside profit potential

Philips HeLeN heat lamps offer you all the benefits, that's safe, simple, economical and convenient. At the flick of a switch, Philips HeLeN heat lamps take your terrace customers into the comfort zone - and you into more profits.

By heating your open spaces with HeLeN heat lamps

- You can use your terrace whatever the weather
- You increase the number of days usage per year
- You can use your terrace for more hours each day
- As a result, you increase your revenue and your profit

Philips HeLeN heat lamps:

“the heating  
solution” for all seasons

You can't rely on the weather.

You can rely on Philips HeLeN heat lamps. Indifferent temperatures, changeable weather, chilly nights.

**Philips HeLeN heat lamps deliver heat precisely when you want it, where you want it.**

Philips HeLeN heat lamps are a unique concept, developed specifically to meet the particular needs of outdoor terrace heating. This concept has been integrated into a wide range of heating luminaires, designed for use in hotels, restaurants and cafés/bars. You'll recognise HeLeN heat lamps through its distinctive gold appearance.

With other methods of heating such as gas you need time to bring the area up to a comfortable temperature.

**With HeLeN heat lamps you get instant heat at the touch of a switch.**

Philips HeLeN heat lamps deliver direct heat - at the speed of light. It only warms people, not the atmosphere, so the heat is distributed in a safe effective manner. It all goes on making your customers feel good.



safe and  
practical

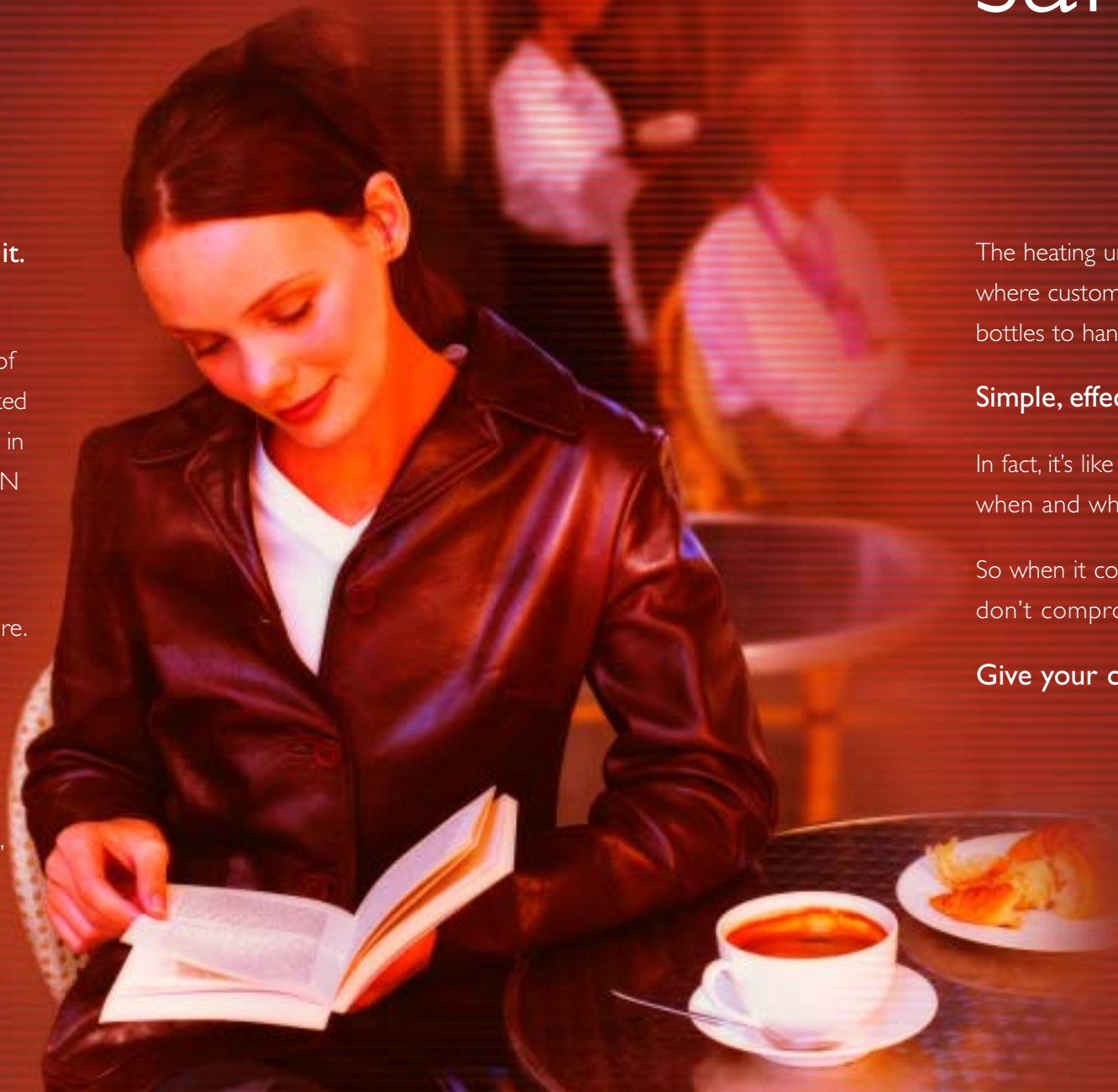
The heating units are compact - they don't take up valuable space where customers could be eating and drinking and there are no gas bottles to handle and store.

**Simple, effective, practical and reliable.**

In fact, it's like having the sun at your command, delivering heat only when and where you need it!

So when it comes to selecting a heating device for outdoor areas, don't compromise.

**Give your customers - and yourself the best.**



# Economical and hassle free maintenance

Philips HeLeN heat lamps are extremely economical to use. By converting virtually all the consumed electrical power hardly any energy is wasted - it all goes into the heat.

Philips HeLeN heat lamps need very little maintenance. With a long life expectancy of about 5,000 hours it means practically no replacements of the lamps under average usage.

The only maintenance you need to do is a little dusting of the external reflectors after a period of not using the lamps.

# As flexible as your needs

With all the managed flexibility of a modern heating system, they can be activated by a simple manual switch, automatic time switch or by movement sensor. Like other modern lamps, HeLeN heat lamps are dimmable giving even more control and flexibility. All this adds up to creating a more comfortable atmosphere to attract more customers.

## The benefits of terrace heating with Philips HeLeN technology

- Instant direct heat - HeLeN heat lamps emit 100% of heat within one second.
- Versatile - can be configured and implemented in a form and power output to meet your precise requirements.
- Clean - no air circulation to stir and deposit dust.
- Compact - minimum impact on customer space, allows you to adapt and change your space to meet changing needs.
- Easy to install and move - lightweight wall-mounted or free-standing units are easy to install and move as needed.
- Safe - no harmful emissions, no flammable containers to handle or store.
- Long life means low maintenance due to infrequent lamp replacement.
- Low cost of ownership - rapid return on your investment through adding value and increasing usage of available space, increased revenue with only marginal additional costs.

