Re-designing lighting as a service
Company: ETAP Lighting

What is the impact?
ETAP products have been designed for a long lifetime and a high lumen maintenance factor, a prerequisite for a service arrangement. Recent LED products were designed in cooperation with product designer Stefan Schöning, who also assisted ETAP for the design of its new business model. ETAP expects a boost of lighting renovation to be made possible by its LAAS concept. It estimates that in the next 5 years a total building surface of about 750,000 m² will benefit from improved lighting thanks to this concept. The specific power will be reduced from about 2,5W/m²/100 lx to less than 1W/m²/100 lx, leading to a total energy saving of over 14 million kWh per year, a CO2 reduction of over 750 ton. Production and servicing of these lighting installations will create extra jobs, as well in the central production facilities in Malle (Belgium) as in local sales hubs in the Netherlands, France and Germany.

ETAP wants to go far beyond energy saving and move further in design for circular economy, striving for easy servicing and repair, easy refurbishing and remanufacturing, total recyclability. Remote monitoring and tuning of the lighting to further reduce energy consumption is another important field of development. These efforts will drive the development program of ETAP. More than 30 people are involved in the product development activities of ETAP.

What was the challenge?
ETAP Lighting is an independent European company, founded in Antwerp in 1949. They are active in professional interior lighting for offices, factories, schools, hospital, shops and hotels. ETAP develops lighting solutions from the concept to the creation of lighting concepts, design, evaluation and production. ETAP provides lighting studies, supplies the luminaires and provides an after-sales service. ETAP is known for the quality of its products. They are working on continuous innovation and improvement at every step. By continuously innovating they now acquired a leading position in the European lighting market. Each year ETAP invests 6 to 7% of its revenue in research and development. ETAP is a network of lighting specialists in eleven countries. About 500 people work for ETAP across these countries.

How design helped?
ETAP has developed its LAAS concept - Light as a service, starting mid 2016 in a workshop managed by Dutch CIRCO and the Technical University of Delft. Efforts were continued early 2017 in a programme of Antwerp Powered by Creatives called ‘Connecting the dots’ that brought together product designers and producing companies. ETAP worked to keep up with design innovation. The basic idea is that ETAP provides the lighting of a building as a service for an agreed period of time. ETAP takes care of everything: the lighting design, the production of the luminaires, the installation, the tuning of the lighting to reduce energy consumption, the maintenance of the equipment, and finally its dismantling to make it ready for its next job.

The customer does not need to make any capital investments. State of the art LED lighting is provided for a fixed annual cost that includes all the maintenance in many cases, the total operational cost is lower than the operational cost of the old lighting equipment. The LAAS revolution is a strategic choice for customer relationship. Moreover, since ETAP remains the owner of the lighting equipment, it is in pole position to provide a circular destination at the end of the contract period.

60% energy savings

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