StoreFlow: a new concept in high-contrast aisle lighting

StoreFlow

Philips StoreFlow is designed to provide the optimal light effect for shelf lighting or aisle lighting, so retailers can create an appealing ambience in store. The organic, natural design of the luminaire blends easily into the store environment, while the indirect PerfectAccent optics avoid glare and support a highly energy-efficient lighting installation. StoreFlow shelf lighting is made using bio-based plastics and offers easy serviceability of the LED, driver and optic, resulting in a low carbon footprint and meets the requirements of a Circular product. This high contrast lighting is available with a single-spot head (ST761T) that's ideal for the peripheral areas of the store, or as a double-spot head (ST762T) version, which is perfect for aisle lighting.

Benefits
- Optimal light effect for shelves and aisles: eye-level products stand out while the rest of the shelf is evenly lit with no unnecessary light on the floor
- Avoids shopper distraction with PerfectAccent indirect optics to reduce glare
- The compact luminaire design blends easily into store layouts
- StoreFlow can reduce your carbon footprint: the housing is made of bio-based plastics, and easy component replacement and system integration supports circular lighting

StoreFlow

Features
- 340° rotation and +/– 15° tilt (with angle indication) for perfect, consistent aiming of light
- Single or double spot head versions to light peripheral store areas as well as general aisles in the center of the store
- High luminaire efficacy – even with CRI 90 LEDs
- Removable covers for easy maintenance and optic, driver and LED upgrades
- Wireless or DALI-based controls to fine-tune light levels

Application
- Convenience stores
- Supermarkets and hypermarkets
- Large retail formats

Warnings and Safety
- Cleaning of the optic should only be done with pressurized air. Touching the LED or reflector is forbidden.
- During maintenance, the product must be switched off and cooled down
- The product must be installed out of arm's reach. Manipulating the product when hot is only possible with an insulated glove
- With regards to damage factor, LED luminaires offer an improvement over conventional light sources, but may still cause color fading because even with no IR or UV in the light beam, light itself is a source of energy. To minimize the risk, avoid light levels over 1000 lx.
- ST761T Storeflow with 1 spothead should always be installed in line with the track if a suspension wire is used. Installation under an angle is only allowed on a track with rigid suspension to avoid tilting the track

Versions

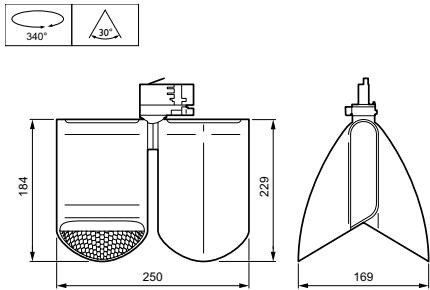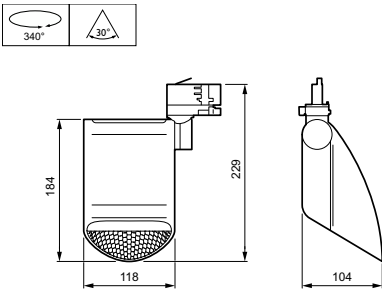**StoreFlow Double Spothead ST762T in black**

StoreFlow Single Spothead ST761T in silver

StoreFlow Single Spothead ST761T in black

StoreFlow

Dimensional drawing

Product details

StoreFlow Single Spothead ST761T sideview silver

StoreFlow Single Spothead ST761T frontview silver

StoreFlow Double Spothead ST762T frontview black

StoreFlow is easy to service due to its removable covers

StoreFlow Single Spothead ST761T sideview black

Tilt indications make consistent aiming of multiple spotheads easy

StoreFlow

Product details

StoreFlow Single Spothead ST761T frontview black

StoreFlow Double Spothead ST762T sideview black

StoreFlow

General Information

Driver included	Yes
Light source replaceable	No
Service tag	Yes

Light Technical

Beam angle of light source	120 degree(s)
Color rendering index (CRI)	>90

Operating and Electrical

Protection class IEC	Safety class II
Input Voltage	220 to 240 V
Line Frequency	50 to 60 Hz
Suitable for random switching	No

Controls and Dimming

Dimmable	Yes
Maximum dim level	1%

Mechanical and Housing

Mech. impact protection code	IK02
Ingress protection code	IP20

Approval and Application

Ambient temperature range	+10 to +35 °C
CE mark	Yes
ENEC mark	ENEC mark
Flammability mark	For mounting on normally flammable surfaces
Glow-wire test	Temperature 650 °C, duration 30 s
Flickering value (PstLM) – Flickering value as per EN 61000-3-3	1
Stroboscopic effect visibility measure (SVM)	0.5

Initial Performance (IEC Compliant)

Luminous flux tolerance	+/-10%

General Information

Order Code	Full Product Name	Number of gear units
910505102538	ST762T 49S/PW940 DIA BK	2 units
910505102518	ST761T 39S/PW930 WIA SI	1 unit
910505102520	ST761T 49S/PW935 DIA BK	1 unit

Light Technical

Order Code	Full Product Name	Correlated Color Temperature (Nom)	Luminous Efficacy (rated) (Nom)	Luminous Flux	Optic type
910505102538	ST762T 49S/ PW940 DIA BK	4000 K	128 lm/W	9,800 lm	Double asymmetric optic
910505102518	ST761T 39S/ PW930 WIA SI	3000 K	126 lm/W	4,100 lm	Assymetric Beam angle

Order Code	Full Product Name	Correlated Color Temperature (Nom)	Luminous Efficacy (rated) (Nom)	Luminous Flux	Optic type
910505102520	ST761T 49S/PW935 DIA BK	3500 K	125 lm/W	4,800 lm	Assymetric Beam angle

StoreFlow

Operating and Electrical

Order Code	Full Product Name	Power Consumption	Order Code	Full Product Name	Power Consumption
910505102538	ST762T 49S/PW940 DIA BK	77 W	910505102520	ST761T 49S/PW935 DIA BK	38.5 W
910505102518	ST761T 39S/PW930 WIA SI	32.5 W			

Mechanical and Housing

Order Code	Full Product Name	Housing Color	Order Code	Full Product Name	Housing Color
910505102538	ST762T 49S/PW940 DIA BK	Black	910505102520	ST761T 49S/PW935 DIA BK	Black
910505102518	ST761T 39S/PW930 WIA SI	Silver			

Initial Performance (IEC Compliant)

Order Code	Full Product Name	Initial chromaticity	Order Code	Full Product Name	Initial chromaticity
910505102538	ST762T 49S/PW940 DIA BK	(0.374,0.364)<2	910505102520	ST761T 49S/PW935 DIA BK	(0.398,0.376)<2
910505102518	ST761T 39S/PW930 WIA SI	(0.422,0.386)<2			

Product Data

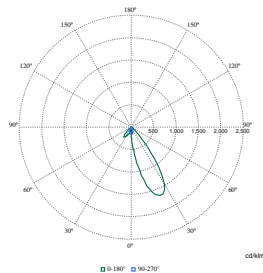| Order Code	Full Product Name	Product family code	Order Code	Full Product Name	Product family code
910505102538	ST762T 49S/PW940 DIA BK	ST762T	910505102520	ST761T 49S/PW935 DIA BK	ST761T
910505102518	ST761T 39S/PW930 WIA SI	ST761T			

Polar Wide Diagrams
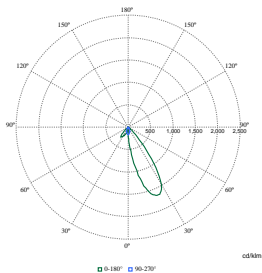
Polar Normal (separate) – ST760TI – 910505102518
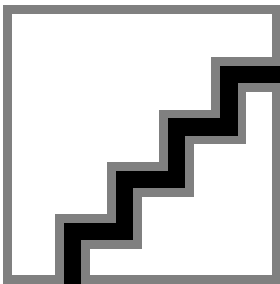
Polar Normal (separate) – ST760TI – 910505102538

Polar Normal (separate) – ST760TI – 910505102520

www.lighting.philips.com

2025, December 13 – data subject to change