

How **brillianz** Lighting can enhance your Store and Merchandise

Why is **brillianz** Lighting important to you?

Greeting customers long before any of your sales team, lighting is one of the first impressions customers form of your company. It promotes a brand image, setting the tone for the overall shopper experience. Think about it A dull, uninviting store will not attract a shopper who is already spoilt for choice in today's high street. If the lighting makes you uncomfortable, the chances are you're not going to stick around to spend money. In short, quality lighting aids your sales almost effortlessly.

What is **brillianz** BayLite?

BayLite is a high brightness LED downlight designed by Brillianz Lighting for the retail sector to replace metal halide lamps. With a nominal light output of over 3000lm, and available as a rectangular or circular (PAR38 CAN) fitting, this luminaire has the power to illuminate display bays and cabinets with a similar effect to a 75W halide lamp.

Why choose **brillianz** BayLite?

Create a store ambience

Consistent high quality light means no significant fading or colour shift over lifetime unlike metal halide for example and the multi point light source (6 LEDs per luminaire) will increase "**sparkle**" in many products – diamonds or cut glass for example.

Maintain quality merchandise

No UV content in lamps – so **NO** fading of merchandise or Display Props.

Flexible and convenient- fit anywhere design

We offer a bespoke luminaire design service to facilitate installation for new builds or retro fit into existing outlets.

Economical solution to lighting

The Typical payback in a retail environment is 2 -3 years. With high brightness maintenance of over 50,000hrs and very low operational failure rate, our LED lights will achieve a minimum 10 years of useful life under normal operating conditions – no Lamp replacement in the life of the unit, so no failed bulbs!

Create a Safer working environment

Due to the very low heat generation of **brillianz** Lighting products, safer lamps in the work place means serious risk of "**burns**" eliminated.

Become an environmentally friendly business

There is no mercury used in our products, unlike Fluorescent lamps so you can reduce your carbon footprint and appeal to a more environmentally concerned marketplace.

How brilliantz BayLite can save you money

- Low power consumption** - 20% of Halogen, 50% of Fluorescent or 60% of Metal Halide for equivalent light output.
- Very low heat generation** - This means substantially reduced air conditioning costs for many retail applications.
- Very low maintenance** - No parts to replace or service requirements in the life of the luminaire
- Very low operating costs**- Achieved from near zero maintenance and low power consumption