

*Photo Opportunity & Press Brief –
Grant Shapps MP Minister of State for Housing & Local Government visits
Green Technology SME Brillianz Electronic Systems*

Friday March 25th 3pm The Waggoners, Brickwall Close, Ayot St Peter, Welwyn, Hertfordshire AL6 9AA

Grant Shapps MP, the Minister of State for Housing and Local Government will visit the Welwyn Garden City based SME Brillianz Electronic Systems Ltd on Friday 25th March at 3pm. His purpose is both to support successful local manufacturing businesses such as Brillianz, which has not only survived the recession but sprung back to life with major new contracts in the high tech LED lighting sector, but also to see first hand the benefits that this Green Technology can bring to commercial and government sectors alike.

Brillianz is an Electronics Manufacturing business that has focussed on the emerging LED Lighting market. With considerable expertise in lighting and the technology of LEDs (Light Emitting Diodes), Brillianz has been able to develop very high powered LED lights to replace the metal halide lamps found in almost all retail showrooms. They are probably the only company in the UK manufacturing and supplying this type and quality of luminaire to Stores such as F.Hinds, the ‘high street’ jeweller.

F.Hinds has had a long and supportive relationship with Brillianz and has helped to define the exacting requirements of illuminating high quality jewellery. They have now commenced a programme to overhaul their shops, changing the old metal halide lamps for new **BayLite™** LED downlights. The programme is expected to save over £500,000 in energy bills over the next 10 years and to contribute over 3,000 tons of carbon savings.

Brillianz not only services the Lighting sector, but also has a core business providing sub-contract electronic assembly to local manufacturing and technology companies from its high tech surface mount automated assembly lines. This has proved to be a very valuable complementary activity, enabling the company to integrate its own electronics to drive the LED luminaires.

Brillianz has developed the **BayLite™** family of high performance lights to directly replace older power hungry recessed and track lights. It is now growing the market for these innovative products across the UK.

It was these energy saving carbon friendly benefits which attracted the interest of Grant Shapps – particularly as the company was literally on his doorstep. He was keen to learn if the savings being achieved in the Retail sector could carry over to local Government and related non-commercial implementations. He also wanted to recognise the importance to the local economy and to employment in the region of entrepreneurial growth in emerging high tech industrial sectors such as that demonstrated by Brillianz.

Grant Shapps will be the principle guest at a reception in Welwyn Garden City where he will see the newly launched **BayLite™** products first hand (they illuminate the car park of the Waggoners – in which the event is being hosting). He has been asked to say a few words on the Governments initiatives to assist SME businesses in high tech industries and also on the commitment to drive Carbon reduction and energy savings through the public as well as the private sectors.

- ends -

March 2011

For further press information, please contact Bob Kottritsch, Brillianz Electronic Systems Ltd: 01707 394489, mob 07918688473, email bobk@brillianz.co.uk