

An LED Match Set to Change Lighting in the Retail World

The two company's brillianz and Electronic Systems Limited (ESL) have recently merged to produce **brillianz electronic systems limited**. The director of brillianz, Bob Kotoritch and the director of ESL Gerry Howley have come together to develop and manufacture the latest in LED technology.

The merger appears to be a perfect partnership, incorporating two major skill sets of LED technology development with a sound electronics manufacturing base.

ESL has a comprehensive history in contract electronics manufacturing with the technical ability to remain competitive in an extremely tight market place. Working with an array of businesses on both an ad hoc and a continuous basis, ESL has the ability to reliably build and supply substantial orders from their manufacturing site in Welwyn Garden City.

brillianz worked in LED development for numerous years and has successfully developed a range of products, most recently the main focus of the business has been producing LEDs for signage and displays. After supplying major retailers such as Parker Pen and Morrisons Bob has had an invaluable insight into working with the retail industry which he can apply in the new company.

Utilising their engineering expertise these companies have combined their skills and focus their energy on creating the BayLite LED light for retail use. Moving into this new and exciting retail industry together will be a challenge for the new business however they are confident they will succeed. Gerry describes 'The retail industry is a tough industry to supply to, but we have a unique set of skills and development facility so we can provide something new to the market'. Bob added 'Our product was really made for this industry, being low cost and highly efficient means retailers can gain green credentials whilst saving on their bottom line'.

The new company **brillianz electronic systems limited** is based in Welwyn Garden City and has now started producing and further developing their innovative products. The business already looks set to gain interest and orders quickly from the retail industry with large chains of retailers such as F.Hinds showing their interest in the extremely energy efficient and low cost LED product, BayLite.