

D & A Design Consultants choose VisiLite from Brilliantz for Parker Pen Cabinets.

D & A Design Consultants, based in Leicester, work with some of the most prestigious retail brands in the world.



Their work with Lee Jeans has taken them all over the world, from designing and building exhibition stands in London, Paris, Cologne and Amsterdam, to developing a new store concept for the Asia Pacific and South American markets.

At the turn of the new century D & A worked with Parker pen to develop in-store display material to support the launch their new Corporate identity.

D & A were also responsible for the design and build of the Parker reception/museum area at their Newhaven headquarters and many other projects. Recent successes include winning of a Gold award at the 2004 Popai Awards.

Another significant achievement is the relationship that D & A Design have with Addidas (UK)

They have been involved in supporting various TV and cinema advertising campaign, at retail, Campaigns include 'the Euro 2004 "Road to Lisbon"' the Beckham-Wilkinson campaign to name but a few.

Amrsh Patel, Director of D & A Design Consultants, contacted Canard Design, looking for a high quality, simple lighting solution that did not need upgrading. Canard proposed VisiLite. "I was taken with the elegant lines of VisiLite coupled to the fact that the power requirements were so low, I decided to use VisiLite in my proposal to Parker Pen".



Low Heat is imperative

For the retail market, style is key hence the bespoke look of VisiLite coupled to the requirement that the pens in the cabinet are very close to the lighting source. "VisiLite fitted the design brief perfectly because of the low radiated heat. Other lighting solutions would have been destructive to the

display." As Parker is in the global market, reliability is very important to them, which made the choice of an elegant, LED product the route to follow. The low upkeep of the display stands was favoured due to the 5-year lifespan of the LEDs.

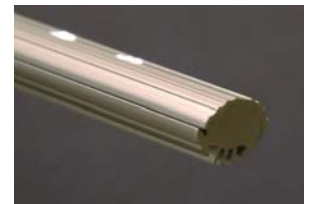


Bright results

"The unobtrusive nature of VisiLite and the high brightness of the light produced made VisiLite very attractive. This is especially so at night when the pen cabinets are on, they stand out like a Christmas tree!"

The product is always the focus

Lighting on products must be unobtrusive and yet must highlight the product on display. "What I like most about VisiLite is its simplicity. It focuses on the product. It is low-key, effective lighting. VisiLite played a key role in clinching the deal with Parker."



The future

"I see VisiLite being used at the high end of the retail market for the illumination of jewellery, watches and pens. VisiLite is a really clever system and I think it is superb!"



For more information on the range of Brilliantz LED lighting products please contact marketing on 01702-299192

sales@brilliantz.co.uk www.brilliantz.co.uk

For information on D & A design, visit www.da-design.co.uk