

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 houses globally, including Lee. This has taken them all over the world, designing and building exhibition stands in London, Paris, Cologne and Amsterdam. They developed a new store concept for the Asia Pacific and South American markets, project managing the launch of a flagship store in Santiago, Chile and introducing a new merchandising system throughout Europe.

Working with Parker Pen, D & A helped launch the new Parker Corporate Identity, which involved the design of display and in-store material. D & A were also responsible for the design and build of the Parker reception/museum area at their Newhaven headquarters and many other projects. This work resulted in the winning of a Gold award at the 2004 Popai Awards. Another significant achievement is the relationship that D & A Design has developed with Addidas, having been involved with the Beckham/Wilkinson TV advertising campaign, the Euro 2004 "Road to Lisbon" in-store window graphics and ongoing brand support activities for Climacool, a3 and Predator.

Amrish Patel, Director of D & A Design Consultants, contacted Canard Design, looking for a novel lighting solution that did not need upgrading. His client, Parker Pen, had specified that they wished to use LEDs. Canard, working closely with Brilliantz, designed 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 was the key to 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*