

Fluorescent lights not Welcome here!



The new Westfield Centre in Derby is one of the most recent Mall developments to be opened. The developer has banned the use of Fluorescent lights throughout the mall – and this has had a significant impact on the retail displays for the many well known high street chains moving to the new centre.

F.HINDS is one of the premiere retail stores that have relocated to the Westfield Centre. To meet the challenge laid down by the Mall's owners, they turned to Brilliantz for an LED solution.

The store would traditionally have used fluorescent lamps to light the display space in the lower level sections of the windows. The remainder of the display lighting is metal halide. Brilliantz proposed a linear luminaire based on XyLite – the AC LED light engine from its partner LynkLabs Inc.

Although initially more expensive than fluorescent, XyLite was shown to be cost effective in the longer term, when electricity charges and lamp replacement expense is factored in. Re-lamping causes disruption to the store as displays need to be emptied and accumulated dust and debris cleaned away before a new lamp can be installed.

It also carried some additional and very beneficial advantages over the traditional lighting

Fluorescent and metal halide, typically have different colour temperatures and colour rendition as well. This means that articles displayed in the lower window sections show up poorly compared with the upper window space. The light is cooler and the colour quality does not bring out the best in ceramics and other items with delicate hues.

XyLite has a higher colour- rendition index than fluorescent and in this case the colour temperature was selected to match the metal halide lamps in the upper display. The effect was to provide a seamless lighting display space between upper and lower areas.

F.HINDS' management have been pleased with the overall lighting effect and the ease with which the installation was accomplished. The prospect of virtually zero maintenance is seen as a major benefit and the quality of the light in the display area has surprised everyone (except Brilliantz of course).

