

*Press Brief –
Brillianz Electronic Systems launches the **BayLite™** range of
Retail Downlights and Track-lights*

Friday March 25th - Product Launch event

A new class of Retail lighting solution was launched today by Brillianz Electronic Systems Ltd, the Welwyn Garden City based Electronics and Lighting Manufacturer. Addressing the exacting requirements of high end retail display, the **BayLite™** family of LED downlight and track-light solutions has been designed to provide light outputs better than currently achieved by the ubiquitous 75 - 100 W metal halide fittings.

“Getting 3000 lumens into a recessed LED downlight has been a serious technical challenge and has required advanced technology from several continents to be integrated into what for the customer just needs to be a simple form, fit and function replacement for the existing luminaire” said Bob Kottritsch, one of Brillianz’s two Owner Directors.

BayLite™, which has been developed in close collaboration with F.Hinds, the family owned ‘high street’ jewellery business, is expected to save that company over £500,000 in energy costs. Neil Hinds commented “We are very careful about how we spend our cash. The payback on this lighting initiative together with the improved merchandise illumination and reduced maintenance was a compelling argument to proceed straight away.” F. Hinds’ diamond buyer Andrew Hinds was delighted not only by the savings, but also by the quality of the lighting. “The stores’ new lighting is even better than I expected and is a significant improvement on the previous lighting – the diamonds really sparkle and the watch faces are brighter”.

The **BayLite™** range comes in various footprints – rectangular and circular (PAR 38) to fit easily into existing ceiling holes as well as in a Track light version compatible with standard Concord Lytespan track fittings. With a very uniform light field and a rectangular beam spread (45° x 60°) the lamps have a swivel capability to provide defined and flexible directional lighting for both display and general interior lighting.

Gerry Howley, other Owner Director and General Manager of the factory, was enthusiastic about the prospects for building on the manufacturing resources of the company; “We have extensive electronics and assembly capabilities in house and this has been really important in designing product to meet the particular requirements of our large clients like F.Hinds. Growing this type of business not only improves local employment opportunities, it proves that “green tech” can be economically manufactured in the UK”

Brillianz **BayLite™** LED lighting provides low energy high performance illumination for display and general purposes. It is a “green technology” reducing carbon emissions up to tenfold over traditional incandescent lighting. The reduction in power consumption together with the very low maintenance (typical 60,000 hours life) leads to payback in 2 – 3 years. Light quality and uniformity is perceptibly better than traditional solutions and installation is a simple form fit and function replacement of the existing light fitting and power supply.

Brillianz markets the **BayLite™** range directly to larger retail and commercial businesses and is actively seeking representative sales partners to help take the product nationwide.

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