

The Contractor Story

August 2008 – Imperial version

A brighter future for backlit displays - the business case for advertising contractors

The outdoor media industry is under increasing pressure to reduce its carbon footprint.

Advertisers want to reduce their environmental impact without reducing their impact on consumers.

Local and national governments are setting new targets for reducing carbon emissions across all industries.

At the same time, backlit media is growing fast, for one simple reason: advertisers love it.

Green pressures meet the increased demand for backlighting. It's time to take a fresh look at the way the industry backlights.

The trouble with fluorescents

Fluorescent tubes have been a staple for the outdoor industry for many years. Unfortunately, as green issues rise up the agenda for industry and government, fluorescent tubes are no longer sustainable:

- Fluorescent tubes waste energy.
Patented in 1901, they're last century's lighting technology. They convert only 7-10% of their energy into light. The rest is wasted as heat – which often needs to be removed by power hungry air conditioning
- They demand costly, regular maintenance.
Tubes fail suddenly and unpredictably, forcing annual replacement – further waste and cost.
- They create hazardous waste.
Fluorescent tubes are hazardous to manufacture and expensive to dispose of, with the risk of releasing mercury into the air, water and food chain.

Aesthetically, fluorescent backlighting often falls short as well, with uneven illumination, 'striping' patterns and dark zones when tubes fail.

A better way to backlight

Now there's a new way to backlight your displays that looks better, costs less and reduces energy use by as much as 88%, dramatically reducing the carbon footprint of each and every display.

We call it Sustainable Backlighting[™], from Bright Green Technology, and it's changing the way advertisers and contractors look at illumination.

Sustainable Backlighting[™] uses a new generation of solid-state LED technology to drive down the cost, carbon footprint and maintenance burden associated with fluorescent tubes.

- Bright Green systems use up to one-eighth the energy of a traditional 'tube box'.
- Bright Green systems are zero maintenance, with no need for costly annual re-tubing and tube disposal.
- Bright Green systems last longer – typically 5 + years before needing a fast, simple and safe LED replacement (with no hazardous waste to dispose of).

A green initiative that pays for itself

By using less energy, lasting longer and requiring no maintenance, Bright Green systems don't just reduce your carbon footprint, they pay for themselves.

With advertising rates and occupancy levels subject to volatility, Sustainable Backlighting is an easy way to increase profit margins, returning significant savings straight to the bottom line.

Carbon footprint: Bright Green vs. Tubes

A single, backlit, 6-sheet poster box puts 6-8 times more carbon into the atmosphere with fluorescents than with Bright Green (and incurs 6-8 times the energy costs):

	Fluorescent Tubes	Bright Green
One Year		
Illumination	6 x 58W tubes	2 x LED Edgestick
Total Power	348W	58W
Energy cost/year*	\$610	\$102
Carbon emissions**	3,053 lbs/year	318 lbs/year

* \$0.20 per kW-hr

** @ 1 pound of carbon per kW-hr

Over five years, the needless carbon emissions really add up:

	Fluorescent Tubes	Bright Green
Five Years		
Energy costs*	\$3,050	\$510
Carbon emissions**	15,265 lbs	1,590 lbs

Running costs: Bright Green vs. Tubes

A single fluorescent tube box (with 6 tubes) costs \$3,310 more over five years than the Bright Green equivalent:

Five-Year Savings	Fluorescent Tubes	Bright Green
Tube/ballast cost	\$230	--
Tube disposal	\$60	--
Labour (planned/unplanned)	\$480	--
Energy	\$3,050	\$510
Total	\$3,820	\$510

You can see the return on investment on economics alone – the green benefits can be seen as a bonus.

The warm glow of a happy advertiser

Sustainable Backlighting systems look better than traditional tube-boxes and support more creative uses.

The LEDs are optimized for advertising display, giving a soft, warm light that makes any creative 'pop'. And because there are no tubes behind the posters, there's no striping – just an evenly illuminated display surface that always looks its best.

Unlike fluorescent tubes, Bright Green systems can be dimmed, programmed and turned on and off, saving more energy and opening up new creative opportunities.

Finally, advertisers are increasingly rewarding suppliers that can demonstrate sustainable solutions and reduced carbon emissions.

A sustainable system for any site

There's a Bright Green solution for every application, from six-sheet bus shelter to backlit billboard. Two different systems are on offer:

- Bright Green Edge[™] – the super-thin, edge-lit system suitable for 6-sheets and smaller.
- Bright Green Matrix[™] – the patented LED Suspended Array[™] technology that's scalable and retrofittable.

Chosen by top contractors around the world

Bright Green solutions are in daily use by some of the industry's most progressive contractors, including CBS Outdoor, Clear Channel and Titan Worldwide.

The systems are easy to install and can be retro-fitted into an existing box in about fifteen minutes.

About Bright Green Technology

Bright Green Technology is the technology and market leader in solid state LED backlighting systems for the advertising and signage industries.

Bright Green develops and markets proprietary backlighting systems built on our own patent-protected technology.

Our mission is to dramatically improve the environmental performance and ROI of all backlit advertising and signage by replacing fluorescent tube boxes.