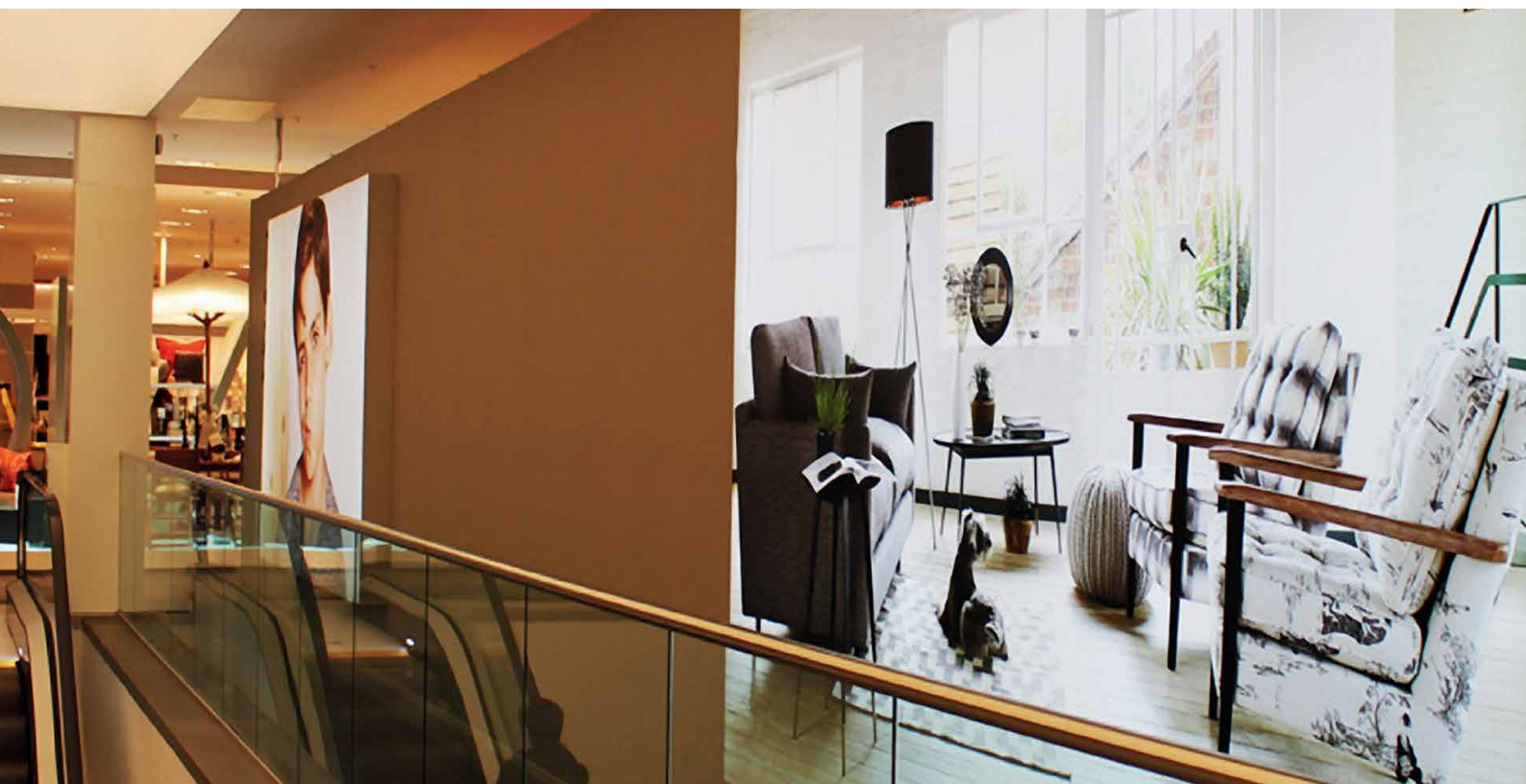


M&S - Case Study



About Marks and Spencer

M&S is one of the UK's leading retailers, with 852 stores in the UK and over 1,330 stores worldwide.

In 2007 M&S launched Plan A, a way to help protect the planet – by sourcing responsibly, reducing waste and helping communities.

Background

SDI Displays was appointed by M&S to help illuminate their menswear range with visually impactful, yet environmentally responsible, lightboxes. It was imperative that both the manufacturing process and the end product met the stringent environmental credentials that M&S strive for as part of their 'Plan A' initiative.

“ Their fast, responsive approach and technical expertise made them ideally placed to collaborate with us on this important, high profile project. ”

Andy Morrans
Account Manager
SDI Displays



○ BRIGHTER

○ GREENER

○ SMARTER

To find out more please contact one of our specialists
Tel +44 (0) 1932 355221 info@brightgreentechnology.com
www.brightgreentechnology.com

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Impactful lightboxes with efficiency in mind

M&S was looking for an alternative to the frameless fluorescent lightboxes they were using in some UK stores. In response to this brief, the SDI in-house design and manufacturing teams created a completely bespoke solution that looked identical to the existing light boxes, but offered superior cost/energy efficiency and was manufactured in the UK.

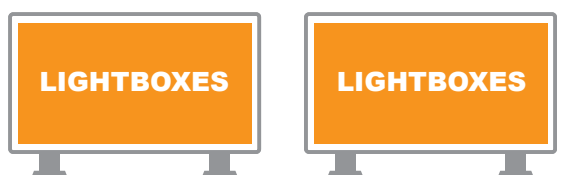
The Challenge

Part of the challenge that faced SDI was to source LED lighting systems, which would deliver superior illumination whilst providing energy and cost savings compared to traditional fluorescent tubing. Keen to find a UK-based partner, they approached Bright Green Technology.



Bright Green Technology provided LED Lighting Systems to illuminate 900 of the SDI lightboxes for M&S. The use of LEDs has ensured that the lightboxes not only offer high brightness and low maintenance, but also represent an excellent return on investment.

Over 5 years the energy cost of powering these



with **FLUORESCENT TUBES** would have been



£530,410

With our **Bright Green Technology LED backlighting system**

this cost was reduced to

£217,470



A responsible, sustainable solution

The whole project was completed in just 10 weeks. The end product was supplied in full, on time and exactly to specification.

	Tubes	LEDs
Power consumption	188,724 W	77,377 W
Energy cost per year	£106K	£43K
CO ² per year	483 Tonnes	198 Tonnes



Working together, SDI and Bright Green Technology have provided M&S with a bespoke solution that's entirely designed and manufactured in the UK with a greatly reduced environmental impact.

Using LEDs vs fluorescent
we reduced the amount of
carbon generated by over

1425
tonnes



“ Using Bright Green Technology’s LED system has ensured that the lightboxes offer bright, even illumination, are low maintenance and also deliver an excellent return on investment. ”

SDI Andy Morrans
Account Manager
SDI Displays

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About Bright Green Technology

Bright Green Technology specialises in LED systems that dramatically improve the quality and performance of backlit media, illuminated signage, retail displays and architectural features.

We've worked in the most iconic locations for the biggest companies and won their trust for our product quality and customer support.



Our Approach

The intelligent answer to your LED requirement saves you time, money and energy. We are practical, hands-on people who understand both state-of-the-art lighting technology and the realities of your business. So while we provide all the products you need, we place equal emphasis on trusted advice and ongoing professional consultancy.

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