

Bright Green Airport Advertising

LED back lighting – the financial case

LEDs are up to 66% cheaper to run.

If you're considering switching to LEDs for a new build display or planning a retrofit program, return on investment is likely to be the most critical parameter.

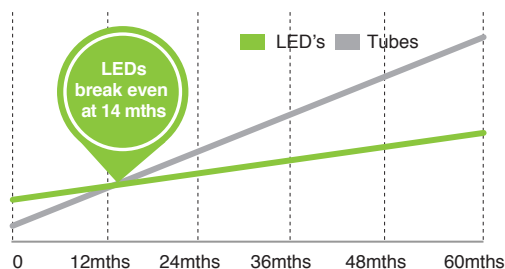
Whenever we start discussing a new project, return on investment is the first item we look at – we know that this is the key to success and we aim to be open and straightforward.



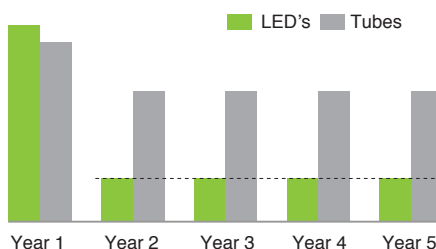
Example new large format display*

- 18m² backlit billboard - Compares the install of Tubes vs LEDs
- LEDs are zero maintenance, tubes replaced every 3 years

Time to break even

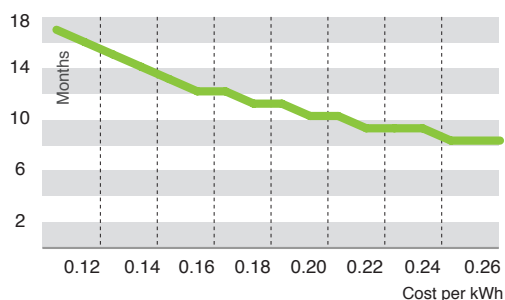


LEDs annual 66% cost saving after year 1 capital investment

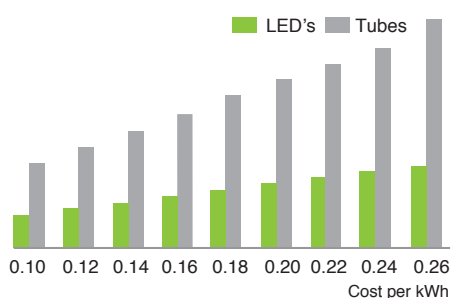


The impact of energy costs

Time to break even



Safeguard against energy price rises



* Assumptions: Cost per kWh = £0.12, Project lifetime = 5 years, Daily usage = 14 hours

Take a look at the tables to see which is most appropriate for your situation. We'd be delighted to work through the return on investment for your project and any specific needs you might have – please get in touch!

Here are some things to consider:

- Is the site a new build or a retrofit?
- What is the planned lifetime of the installation?
- What are the historic costs of access and maintenance?
- Is there an opportunity to take advantage of improved quality by increasing site revenue?
- Are future electricity prices going to be higher than today?
- Is any legislation expected to limit or tax carbon footprint?
- Does the installation pay back within the warranty period?

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