

Superdrug - Case Study



Major POP roll out across the UK

Design and fit-out: Arken-POP

Background

We're nearing completion of a 3 year project to supply Arken POP with LED lighting systems to illuminate cosmetics carcasses for Superdrug. The outer carcass solution, designed and manufactured by Arken, demanded high-impact overhead and internal illumination, so we recommended a custom produced LED PCB.

Lighting the display carcasses

Bin controlled LED PCB

Our engineering team developed a rigid PCB to the specified 6000K, cool white colour temperature. A rigid PCB was chosen so that it would easily slide into Arken's custom extrusion, making installation simpler and quicker. The LED binning was strictly controlled throughout the entire project, this meant each carcass in every store looked exactly the same.

Our Rigid LED PCB delivers a bright and environmentally sustainable design and, most importantly, ensures consistency of colour throughout the entire store rollout. Now, over 40,000 metres of rigid LED PCBs and 270 stores later, we're delighted that everyone involved in the project is happy with the end result.

“ We've worked with Bright Green for a number of years and have always been impressed by their willingness and capability to offer technical and practical advice, helping to ensure projects are delivered on time, on budget and with the best quality lighting for our displays. ”

Procurement Manager
Arken P-O-P

arken



Bright Green LED Rigid PCB

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