

Forrest Media - Case Study



About Forrest Media

Forrest Media offers a network of backlights and digital screens in key UK cities, as well as carefully selected large format banner sites. With over 25 years experience, Forrest Media is firmly established as Scotland's number one provider of quality, out-of-home advertising.

Background

In 2013, Forrest developed fifty-six 48 sheet equivalents and approached Bright Green Technology to supply LED systems for backlighting the new build. When the roll-out began, Forrest was so impressed with the high brightness, low maintenance, energy efficient systems that they decided to undertake a retrofit project to cover 100% of their existing sites.

“ High quality LED lighting solutions coupled with unrivalled technical knowledge and professional sales approach. ”

Paul Flynn,
Estates Director
Forrest Media



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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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Smarter Lighting | Reliably Delivered

New builds and retrofits

Bright Green Technology provided LED Lighting Systems to illuminate 151 of Forrest's sites. The table and charts below show the cost and energy saving of using LED's instead of fluorescent tubes.

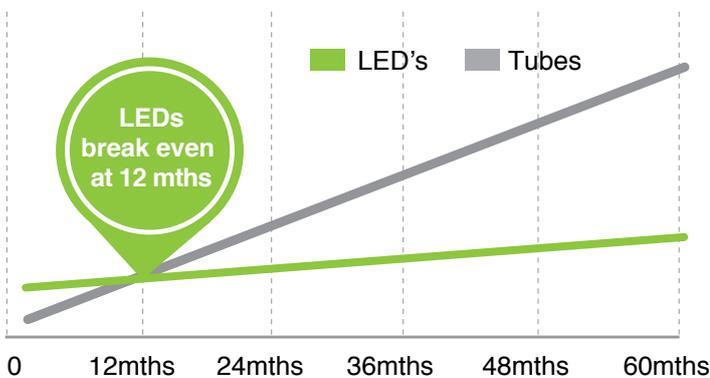
Return on investment

| | Tubes | LEDs |
|--------------------------|-------------|------------|
| Power consumption | 241,358 W | 77,272 W |
| Energy cost per year | £211K | £67K |
| CO ² per year | 1057 Tonnes | 388 Tonnes |

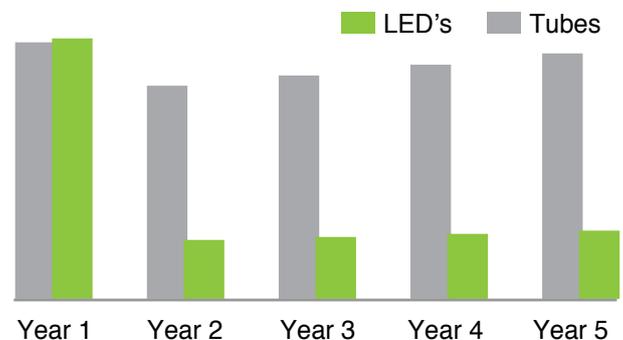


For Forrest's new build displays and retrofit program, being able to show return on investment was one of the most critical parameters. Bright Green Technology provided financial modelling which demonstrated both the time to break even and the annual cost saving.

Time to break even



LEDs annual 66% cost saving after year 1 capital investment



Forrest is energy neutral

Forrest generates and exports more electricity to the national grid than is consumed by all of their sites.

The Forrest scheme near Aberfeldy has a 2MW installed capacity and generates in excess of 6,000 MWhrs of electricity per year. This is enough to power a small town with 1,200 houses.

In comparison Forrest's entire portfolio of backlit advertising panels and city screens, plus the head office consumer approximately 1,100 MWhrs per year.

In summary, Forrest generates significantly more electricity or energy than is consumed.



The Xpressway, Glasgow

In 2014 Forrest launched a spectacular new backlit tower on the iconic Clydeside Expressway. To maximise the impact of this prestigious site Forrest again approached Bright Green Technology to help take the site to the next level.

This is a unique advertising displays, each face display 50 square metres of hi-resolution image, illuminated by state of the art LED technology – 100% brighter than standard backlights.

The perimeter mouldings feature unique LED 'HALO' lighting, with exact colour matching to the advertiser's specific pantone reference.

Additional strategically placed LED lighting brings the stunning surrounding landscaping to life, again to suit the colour scheme of the client's campaign.

Bright Green RGB Modules



Bright Green Neon



Bright Green Matrix



These LED systems combine to give the advertiser domination of this area to this notoriously busy stretch of road in Glasgow.

“Adding this amazing advertising opportunity to the company's already impressive portfolio enhances the Forrest proposition in Scotland even further. The Xpressway site will be a real jewel in the Forrest crown and will give huge brand stature to any OOH campaign running north of the border.”

Sarah O'Sullivan, UK Head of Sales, Forrest Media





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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