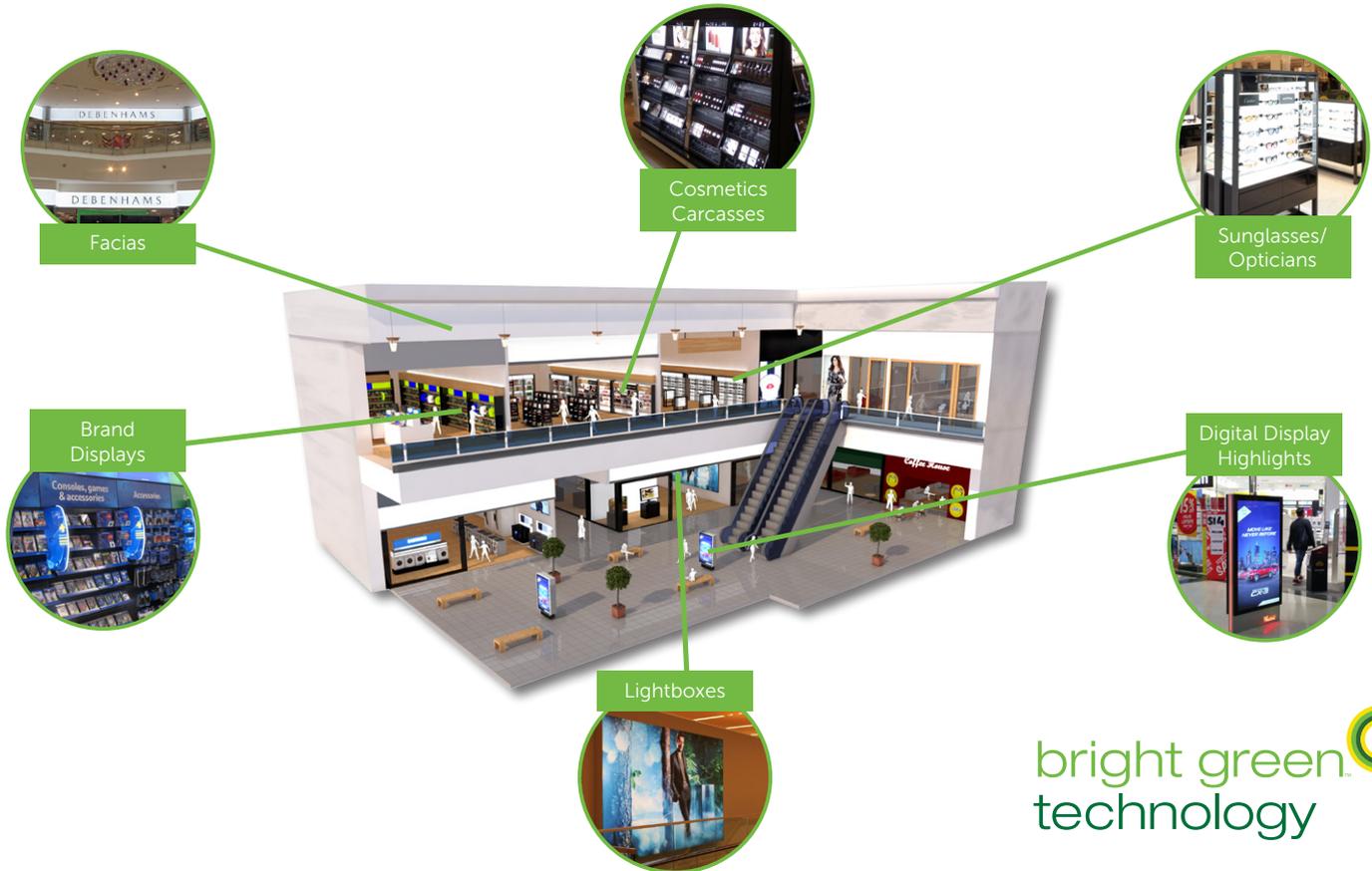


# LED Lighting for Retail Displays



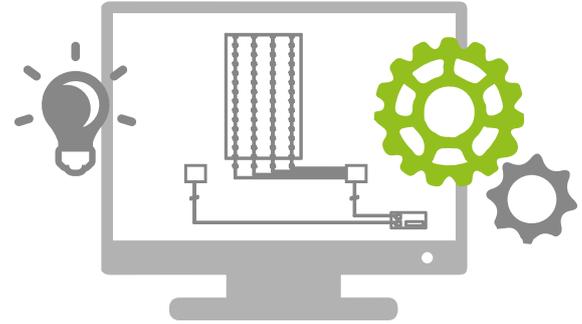
## LED Lighting for Retail Displays

The investment that we make in our engineering team is what sets us apart. It means we'll always have the best new products and innovations and you'll get straightforward, honest advice from an engineer.

Our in-house CAD and prototyping department takes the load off your own design team, whilst our new tool-kit approach to parts makes specifying and management faster and easier for your procurement team.

This guide illustrates how we can help illuminate your clients' retail projects, including cosmetic carcasses, sunglass display cases and brand displays. Similar principles can be applied to almost any other retail display.

If you want to explore the best lighting systems for your project, please call us on +44 (0)1932 355 221.



As well as keeping a wide stock of standard LED products, we manufacture to order, from plug and play assemblies to smart control systems and are ready to work with you on every aspect of the design process.

Brand Displays



Cosmetics Carcasses



Light Boxes



Sunglasses / Opticians



Visual Merchandising

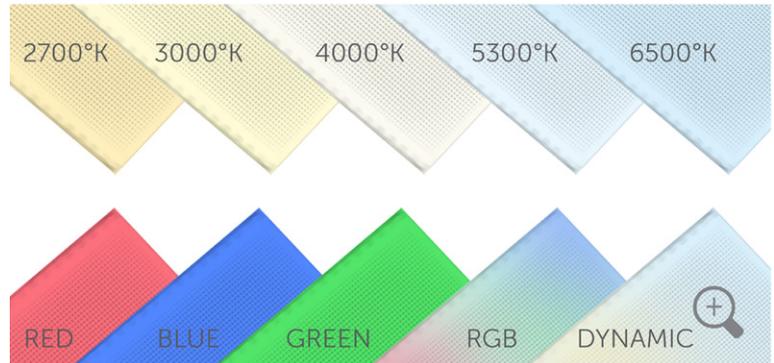


## Creating the right light

We understand that simply placing light behind a surface may not meet the aesthetic demands of a project.

We help tailor your entire lighting system based on our extensive knowledge of illuminating surfaces. For example:

- Custom diffusion methods to give better lighting uniformity
- Lighting control to balance between naturally lighter and darker sections of a surface
- Choosing the best colour temperature for any given material and/or environment



### Digital Display Highlights



### Facias & Facades



### Architectural Highlights

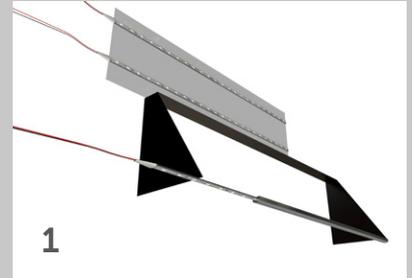


### Point of Sale



### Display Totems





# Display Carcasses

When your clients' displays are on every high street, refreshing store interiors is a major undertaking. It's critical to achieve colour consistency, meet power requirements and comply with fire regulations, as well as making sure the displays are robust and straightforward to install.

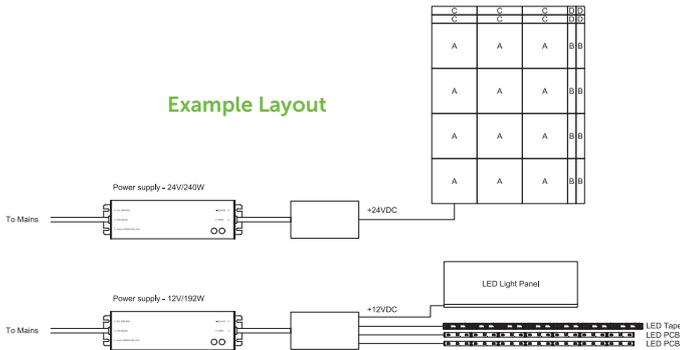
We understand these challenges. Our LED lighting systems have been used to light thousands of display units for retailers like Superdrug, M&S and Tesco.

As well as lighting, we're experienced in engineering custom power and control assemblies that take into consideration special requirements such as:

- Properly considered cable management - ensuring that the whole assembly is safe, robust and easy to install.
- Correctly specified power supplies that work safely, efficiently and meet the retailers' standards
- Connectors that are matched to the power system and easy to work with, delivering a genuine plug and play service, including PAT testing
- Or even reusing existing power supply assemblies

1. **Retail Linear PCB** supplied within our **LED Linear Profiles**
2. **High Powered Linear PCB** to enhance the carcass design and ultimately the quality of product on display
3. **Bright Green LED Light Panel**, only 5mm thick to minimise the depth of the display
4. **Bright Green Grid** for slim displays that need to adhere to fire regulations
5. **Bespoke power supply assembly and wiring loom** to make the entire system plug and play

Example Layout



Plug & Play



Custom power supply



Prototyping service



V-0 flame class\*

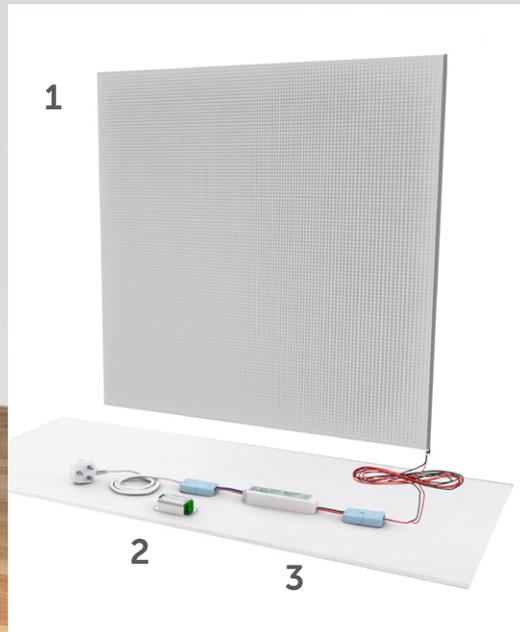


Custom shape



Control

\*Excluding LED Light Panel



## Sunglasses/Opticians Displays

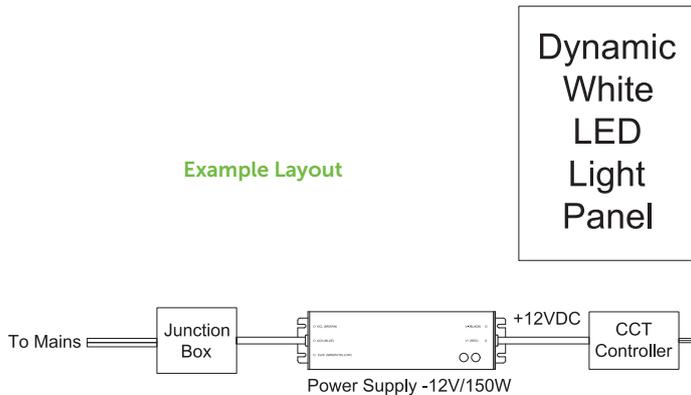
We have supplied bespoke LED Light Panels to illuminate a range of sunglass and optician display projects for brands such as David Clulow, Sunglass Hut and TD Tom Davies. Dynamic White is Bright Green Technologys' latest Light Panel development, allowing the colour temperature to be adjusted to best suit the products on display.

The colour of light is a major factor in managing customers' perception of quality. Designers can customise the retail installation to suit product, message, season or even time of day – all with a single installation.

Our Dynamic White LED Lighting systems:

- have a colour temperature range of 3000 to 6500K
- can be supplied with a range of control options from a simple touch colour wheel remote control to more sophisticated DALI/DMX devices with Bluetooth or Wi-Fi.
- can be dimmed on the specified colour

1. **Dynamic White LED Light Panel** to allow colour temperature adjustment
2. **Control** to dynamically adjust the lighting depending on time of day or to suit the lenses on display
3. **Custom Power Assembly** designed to be discreetly hidden inside the display case



Dynamic White



Custom power supply



Custom shape



Control



Diffusers

# Technology



2

2

3

1

4

## Technology Displays

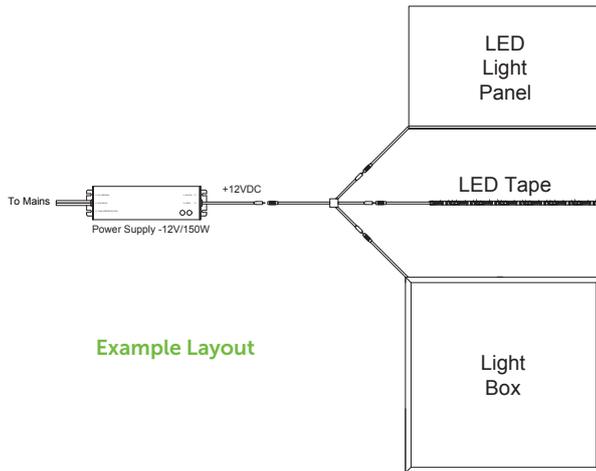
We have supplied custom lighting, control kits and power supply assemblies for thousands of brand display units, including the Tesco Gaming Zone and Samsung in-store, which included multiple, fast-turnaround prototypes.

Displays need to be perfect before reaching the store, so taking time to further develop parts throughout the design process is an important stage.

Our prototyping service allows you to make sure that the look, feel and operation of our systems is right and allows us to explore ideas and exchange feedback along the way.

Our normal delivery time for prototype custom assemblies, lightboxes or light panels is just 5-10 working days

1. **LED Light Panel** with a customised cable exit point and strain relief
2. **Curved, double-sided LED light panels** to create distinctive, eye-catching features
3. **Retail PCB** to provide accent lighting to the display
4. **Plug and Play system** using desktop power supplies and DC splitters



Example Layout



Plug & Play



Custom power supply



Custom shape



Prototyping service



Quick turnaround

## Smart Control Systems

Bright Green Control offers everything from simple dimming to DALI and DMX systems and can be integrated or retrofitted into all of our LED systems. Our engineering team can advise you on the available options.

We can supply bespoke systems that allow:

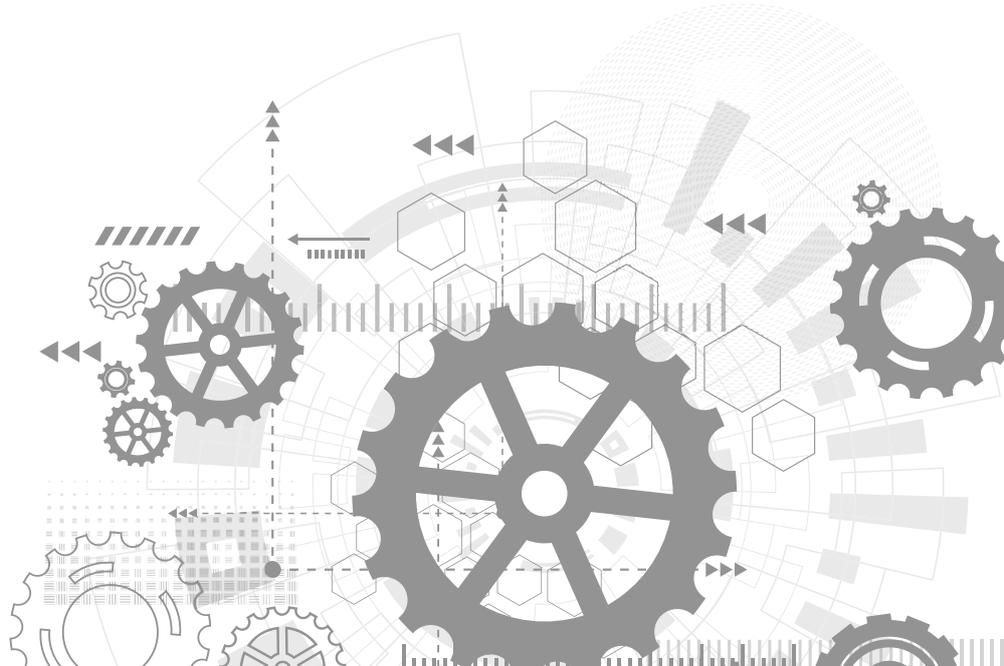
- Interactive display to enhance customer engagement
- Remote access
- Colour changing – RGB and Dynamic White
- Dimming – 0-10V, DALI and DMX
- Timed operation
- Integration of switches and sensors

## Custom Assemblies

We know that one size doesn't always fit all. That's why our engineers take the time to understand the requirements of every project.

We work to ensure that the system we deliver will be fully fit for purpose; cutting, soldering, adding connectors or custom power assemblies. Our technical team will send a CAD drawing to be checked before the order is placed or alternatively, we can supply the entire system "plug & play".

Having our design team, development engineers and assembly in the UK allows us to deliver improved lead times and a more flexible service.



## What our clients say

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

### Account Manager, SDI Displays

*"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

*"Bright Green did an excellent job working to a very tight deadline, turning around the LED light panels in just ten working days."*

### Project Manager, Datum Contracts

*"Bright Green turned this project around in just three weeks and colour matched the different LED systems perfectly."*

### Director, TPS Interiors

## TEST US

The best way to choose the right product is to test it. We're always happy to help and advise you.

## LET'S TALK

If you want to put light right at the heart of things, talk to us about how we can make your next project shine.

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bright green.  
technology



We **respond to enquiries**  
in less than **24 hours**



Our **normal delivery time for**  
**prototype** custom assemblies,  
lightboxes or light panels **is just**  
**5-10 working days**



**Over 98%** of our retail lighting  
projects have been **delivered as**  
**per the agreed schedule**



**Over 70%** of our parts  
are **custom or modified**  
parts & assemblies\*



We have a strong commitment  
to quality, **the percentage of faults/**  
**issues on delivery for our retail**  
**clients is less than 0.1%\***



And that's why our  
customers trust us, with **99%**  
**of our retail clients purchasing**  
**from us more than once**

Find out how we can help your next project shine

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