

Outdoor Plus - Case Study



About Outdoor Plus

Outdoor Plus has an advertising site to suit every client campaign. Each panel has been strategically placed on major arterial routes to optimise impact and maximise the delivery of a high value commuter and business audience.

Outdoor Plus' portfolio of premium London backlights are ideally placed to deliver the perfect backdrop for any brand wanting to create impact and elevated stand out.

Background

Bright Green opened discussions with Outdoor Plus in the summer of 2014 to discuss the benefits of using our LED backlight system for large format advertising. Following a trial at one of their sites in May, Outdoor Plus decided to implement a program to retrofit all of their backlit sites with LEDs.

“ We chose Bright Green as we felt they were the most knowledgeable in the market and offered the best all round product, experience and service. ”

Gary Newton
Commercial Director
Outdoor Plus

outdoorplus

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Project overview

Bright Green Technology provided LED Lighting Systems to illuminate over 75 sites, including a selection of 48 sheets, 96 sheets, Mega 6's Mega 48's and Mega 96's. The table and charts below show the cost and energy saving of using LEDs instead of fluorescent tubes.

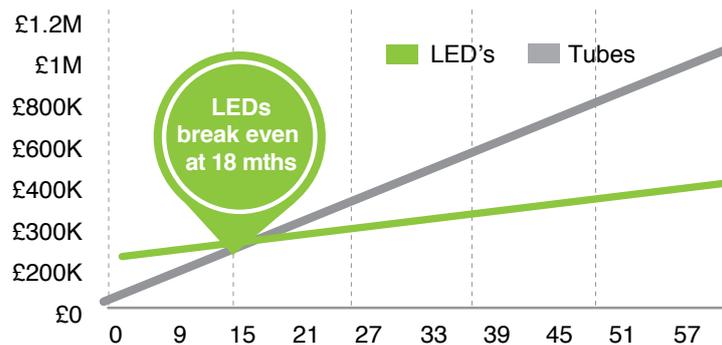
Return on investment

	Tubes	LEDs
Power consumption	188,000 W	57,000 W
Energy saving per year		£126K
CO ² per year	824 Tonnes	250 Tonnes



Financial modelling is one of the key services that we provide for any retrofit or new build project, we understand that return on investment is critical to any business. For us this entailed gaining an in-depth understanding of the Outdoor Plus portfolio, conducting site surveys and providing a full financial analysis to show when Outdoor Plus could expect the retrofit to payback.

Time to break even



Energy Savings

Outdoor Plus are committed to reducing their impact on the environment and a project that married quality, sustainability and a strong business case was extremely appealing. Not only did the LED retrofit project improve the quality of illumination and reduce costs it also reduced the carbon produced by more than 574 Tonnes per year.

Bright Green Technology
LED Retrofit Reduced carbon by
574 Tonnes per year

Quality of illumination

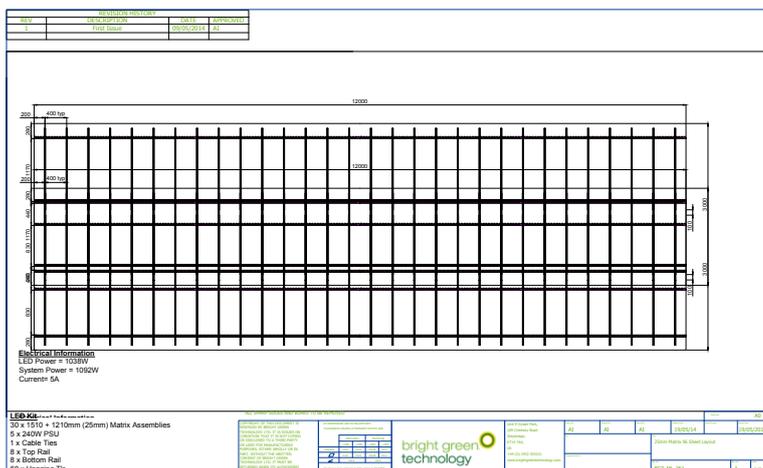


To allow the advertisers to rise above the clutter and reach the valuable London audience it is imperative that the media is of the highest quality.

The Outdoor Plus sites are located at key arterials and traffic pinch points across London and the reproduction quality of the graphics is second to none. To ensure the whole site really exuded quality it was vital to improve the illumination as well.

The system

Our engineering team looked at each site, taking into account the size and depth of each box. We then produced technical drawings to show exactly how the system should be installed: spacing, layout and electrical wiring. This design stage is crucial to ensure that the billboards meet the required brightness and the illumination is even across the entire face of the graphic.



The result

“Bright Green have provided a high quality LED lighting solution in a professional manner to help in our drive towards delivering a more environmentally friendly product.”

Gary Newton
 Commercial Director
 Outdoor Plus

outdoorplus

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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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