



LED Lighting for Retail Displays



## LED Lighting for Retail Displays

The investment we make in our engineering team sets us apart. We continuously design new products and innovations, adding value to your projects. We always give you straightforward, honest advice.

Our in-house CAD and prototyping department is ready to help your design team. Our new tool-kit approach to parts makes specifying and managing your project faster and easier for your procurement team.

This guide illustrates how we help illuminate your clients' retail projects, including cosmetic carcasses, sunglass display cases and brand displays.

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.





# Lighting up the retail experience

Visual Merchandising



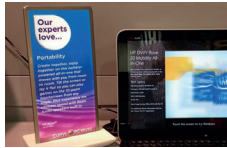
Cosmetics Carcasses



Sunglasses / Opticians



Light Boxes



Display Totems



Architectural Highlights



Brand Displays



Digital Displays



Facades & Facades



Point of Sale

Charlotte Tilbury

INTRODUCING  
CHARLOTTE'S  
GIFT SHOP  
WE'VE GOT SOMETHING  
FOR EVERYONE ON  
YOUR GIFT LIST



SCENT OF A DREAM™  
A WAGS SCENT THAT EVOKES YOUR  
POWER OF IMAGINATION



CHARLOTTE'S

CHARLOTTE'S

Charlotte Tilbury, Westfield



## 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

### Experience matters

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

### Custom power assemblies

As well as lighting, we're experienced in engineering custom power and control assemblies for projects with special requirements.

### Key benefits

Properly considered cable management – ensuring that 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.



Plug  
& Play



Custom  
power  
supply



Prototyping  
service



V-0  
flame  
class\*



Custom  
shape



Control



### Beautify your displays

- 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





# Technology Displays

We manufacture custom lighting, control kits and power supply assemblies for thousands of brand display units, including the Tesco Gaming Zone and Samsung in-store. These projects often need multiple, fast-urnaround prototypes.

## Design

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

## Prototype

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.

## Deliver

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



Plug  
& Play



Custom  
power  
supply



Prototyping  
service



Custom  
shape



Quick  
turnaround



## Let your tech displays shine

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



David Clulow, Selfridges



# Sunglasses/Opticians Displays

We supply custom LED Light Panels to illuminate a range of optical products such as David Clulow, Sunglass Hut and TD Tom Davies. Dynamic white panels allow the colour temperature to be adjusted to best suit the product, message, season or time of day.

## Custom engineering

We're experienced in engineering custom power and control assemblies that take into consideration special requirements.

## Properly considered cable management

We will ensure that assembly is safe, robust and easy to install.

## Premium illumination

LED lighting that is customisable, consistent and reliable.



Plug  
& Play



Custom  
power  
supply



Prototyping  
service



V-0  
flame  
class\*



Custom  
shape



Control

\*Excluding LED Light Panel



## Optical displays that stand out

- 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

Shopping Mall, Kuwait





# Smart Control Systems

Lighting control systems from Bright Green Technology offer retailers something extra, from programmable dimming to advanced DMX systems. Lighting can enhance key areas of a store with interactive colour sequences that create dramatic effects and impact. As in-store design strives to create immersive experiences, lighting moves into new areas of customisation

## Colour creativity is endless

There is a wide range of possibilities, from budget to extravagant. Lighting can be dimmed, driven by sensors, harvest daylight, respond to customer input or be programmed remotely to deliver a stunning show.

Stretch ceilings are an ideal way to bring the capabilities of control to life.



Interactive



Colour  
changing



Dimmable



Remote  
access



Dynamic  
white



Custom  
power  
supply

## We supply custom 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.

### Technical

Our engineering team is ready to provide technical information and support right from the start in order to achieve the best result. We have advanced testing equipment to measure parameters such as lighting performance and colour consistency, ensuring product standards are maintained and the desired affect is reached.



### Inhouse Assemblies

We work to ensure that the system is 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.

### Quality Service

From the initial consultative approach, through to the design, assembly and testing procedure. We strive to supply the desired output on time to meet the strictest delivery schedules.





## What our clients say

“ 8 years ago we engaged Bright Green Technology as a supplier of lightboxes and graphic panels for our instore retail concepts. Their personal and efficient service, design, and quality of product along with timely delivery soon convinced us to appoint them on an exclusive basis for all future projects.

They have always demonstrated a clear desire to understand our needs and, in many cases exceed our expectations, even when we have experienced the pressure of tight deadlines we have never been let down.

**Brand Director, IWC Schaffhausen**

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“ 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**

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

**Director, TPS Interiors**

“ 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**

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“ We've 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 POP**

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“ Today we had a visit from our key stakeholders. They loved the store, no negative comments at all. The store is truly amazing, we have had numerous amazing feedback from the external brands over the last two days. Better than our competitors I'm told. Thank you all for all the efforts so far it's been tremendous.

**Group Real Estate Manager**

**IWC**  
*Schaffhausen*



**arken**

# A more considered approach to LED lighting systems

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.



## Product

Compliant with retail standards, built from optimal components and rigorously quality controlled



## Rapid response

We respond to enquiries within hours – much faster if needed



## Engineering

3D models, test rigs, lighting renders and engineering samples to develop designs and predict performance



## Assembly service

Complete assemblies, tested and packed to your specification



## Prototyping

We can deliver custom prototype assemblies in 10 days or less



## Technical expertise

We provide expert support from initial concept design to prototyping and roll out



## Power connectivity

Bright Green Connect supports and supplies LED drivers and lighting control



## Sustainability and sourcing

We demand the highest standards from our supply chain and internal teams



bright green.  
technology

Find out how we can help your next project shine

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