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## **HAVELLS-SYLVANIA PROVES THE RIGHT FIT FOR ALL SAINTS**

The new RefLED SA111 lamp from Havells-Sylvania has helped create an energy saving, low maintenance and high performance lighting scheme for the changing room area of the All Saints store at Westfield, London. Supplied in warm white, the RefLED SA111 is designed to be a direct replacement for its halogen equivalent and features excellent thermal management making it the perfect LED replacement for retail applications.

Established in 1994, All Saints is a British brand which has over 70 stores in the UK and abroad. It was originally created as a menswear brand but in 1998 it moved into women's wear. The brand also now includes children's wear and some home furnishing products. The Westfield store has recently undergone a refurbishment which included a revamp for the changing areas. iQ Lighting perform lighting maintenance for All Saints and a key consideration for the project was to create a scheme that could meet the exacting demands required for a changing area as well as save energy and reduce maintenance. The Sylvania RefLED SA111 stood out as the perfect choice as Brian Brooke of iQ Lighting relates:

"All Saints has always tended to use halogen lamps for its store lighting schemes but it wanted to try something different with the Westfield store. The company had heard the buzz around LEDs and was keen to try out the technology. By using the Sylvania RefLED SA111 All Saints has been able to get all the benefits of LED lamps without fundamentally changing its approach to lighting design. In fact, All Saints has had some great feedback already on the new scheme and are looking forward to many years of maintenance-free high-performance use. The payback period is going to be approximately 10 months which is very impressive."

All Saints stores are all unique with individually crafted light fixtures. Working with Havells-Sylvania, the All Saints lighting designer was able to seamlessly integrate the RefLED SA111 into the bespoke fixture. The RefLED SA111 has a patented aluminium spiral reflector design that delivers uniform light distribution. The lamp is energy efficient and has a long life of 25,000 hours equaling a short payback period. The energy saving potential in comparison with halogen equivalents makes the RefLED SA111 the perfect choice for all types of retrofit and new build project in retail, hospitality and corporate applications.

All Saints is also looking to trial Havells-Sylvania's latest LED replacement product the Sylvania Hi-SPOT 7.5w RefLED ES50; the only direct replacement for the traditional 50w GU10 halogen lamp.

More information is available at [www.allsaints.com](http://www.allsaints.com) or [www.havells-sylvania.com](http://www.havells-sylvania.com).

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415 words

Editors Notes:

### **About Sylvania Lamps from Havells-Sylvania**

The Sylvania brand is part of the Havells-Sylvania Group and is one of the world's largest manufacturers of artificial light sources. It has a broad product offering that includes halogen, CFL, HID and LED lamps, alongside various special products for the professional specifier. Sylvania lamps are distributed from stock, through national sales operations, as well as via individual countries' professional distribution channels such as wholesalers, specifiers and installers; as well as to the consumer via the retail channel.

Formed in April 2007, the Sylvania Group is owned by Havells India Ltd, a US\$ Billion plus company. With 94 branches and representative offices worldwide, and over 8000 employees working in more than 50 countries; Havells has grown rapidly since its humble beginnings in Delhi in 1958. Havells has eighteen manufacturing plants in India, Europe, Latin America and Africa; producing globally acclaimed products, including: switchgear, cables, wires, luminaires and lamps.

Havells-Sylvania is a leading, full-spectrum provider of professional and architectural lighting solutions. Built on over a century of expertise in lamps and luminaires, Havells-Sylvania supplies state-of-the art products and systems to the public, commercial and private sectors, worldwide. Havells-Sylvania strives to deliver the finest products, service and consulting possible. All over the world, people rely on group brands: Concord, Lumiance and Sylvania, for top quality, energy-efficient solutions to suit their individual lighting needs.

[www.havells-sylvania.com](http://www.havells-sylvania.com)

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