



MEGAMAN SUPPLIES LED SOLUTIONS TO BUENOS AIRES SPORTS RETAILER

When Dexter, Argentina's largest sport retailer, required a complete lighting solution for its Buenos Aires store, it was imperative that the chosen lighting would illuminate merchandise and create a welcoming experience for customers. Working with distributor Artelum, Megaman's high quality and energy-efficient LEDs were specified to fulfil the performance and aesthetic requirements. Based on the success of the project, Megaman's lighting solutions will now be rolled out across all branches of Dexter in Argentina.



Established in 1988, Dexter is the leading multi-brand chain of sports clothing and footwear in Argentina, with more than 80 branches throughout the country and employing over 1,600 people.

To maximise the general aesthetics of the store, Artelum, supplier of the light fittings, specified the Megaman LED Tube. The LED tube is compatible with traditional magnetic ballasts, making it an ideal alternative to T8 fluorescent tubes and suitable for retrofitting. The 18W LEDs also helped to provide the requisite ambience due to the cool white colour temperature of 4000k and an impressive 1750 lumens.

To enhance the merchandise on display, Megaman's 10.5W PAR30s LEDs were installed in the track fixtures. Due to its innovative diffuser glass design, the PAR30s is able to deliver even light distribution at a luminous intensity of 850cd, helping to bring the products and displays to life. With a 35° beam and an Energy Class rating of A+, the PAR30s was the optimal choice to emphasise the true colours of the hues, and achieve high energy efficiency.

As part of the retrofit, the team at Dexter also required a custom-built lighting fixture developed. Created by Artelum, the fixture comprises nine dimmable 15W GU10 AR111 LEDs, which were selected for their 24° beam angle and low energy consumption. Due to Megaman's patented Thermal Conductive Highway, the AR111 LEDs allow less heat to be emitted whilst still holding its colour temperature. As such, GU10 LEDs last over 12 times longer than the halogen equivalent, providing an annual saving of up to 80%.

Fred Bass, Director at Megaman commented: "We are really pleased that our LED lighting solutions have been successfully installed at the flagship Dexter store in Buenos Aires. With 5000 more units ordered to equip all 80 branches in Argentina with Megaman LEDs - it allows our technology to be put centre stage, contributing to a high-quality shopping experience for the customer."

For more information on this project or the Megaman lamps used please contact us:

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