



Life
in
Light

MEGAMAN®

Case Study

Selfridges



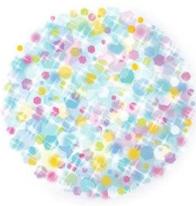
Megaman at Selfridges

Megaman's AR111 LED lamps have been supplied as part of a new lighting solution for Selfridges flagship store in Oxford Street, London. Used throughout the newly refurbished and refitted concession areas, the new lighting needed to be installed quickly to reduce downtime, improve light levels and not impact on the existing fixtures or ornate ceiling of the shop floor.



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Megaman Lamps



15W G53 AR111 12V

Selfridges opened in 1909, is the second largest department store in the UK and has recently been voted the best department store in the world. Selfridges approached Hampshire based lighting management company, PLM (Planned Lighting Maintenance Ltd) for advice on installing a new and effective and energy efficient lighting scheme that would replace existing fittings in the Moncler, Valentino and Roberto Cavalli concession areas. Part of the extremely tight remit was to ensure that the new lighting maintained the colour, look and feel of the original illumination to retain the ambience, whilst significantly improving light levels. The original lighting was provided by 300 12v low voltage AR111 halogen lamps which tended to fail regularly, provide poor light levels and give off excessive heat.

PLM partnered with Megaman for the project, supplying 15W AR111 LED lamps that look exactly the same as the existing AR111 but offer a much brighter light. The lamps were initially trialled in 2,800k and 4,000k colours with the warmer colour eventually being chosen as the preferred option. As the lamps offered a direct replacement, the installation could be carried out quickly and with minimum fuss as there was no additional ceiling work or replacement luminaires.

This was the first installation of replacement LED lamps in the store and results have shown that each new LED lamp will save £15.75 per year, which equates to £4,725 for all of the 300 lamps installed. Light levels have improved by over 50% with significant heat reduction and Selfridges have a lighting solution that compliments its store and merchandise.

Annual energy savings

Annual energy cost savings: £4,725

Individual lamp savings per year: £15.75

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

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