



# LEDs poised for breakthrough

Companies committed to reducing carbon emissions are finding that LED lights can offer a significant reduction in energy costs, states Ian Peter Macdonald

**F**or many businesses implementing Corporate Social Responsibility strategies, reducing energy consumption is at the top of the to-do list. As lighting represents some 20 per cent of all commercial energy overheads, there are significant reasons to start here.

As the breadth of those employed by companies to specifically source sustainable solutions increases, one would consider that eco-awareness is at an all time high. However, where lighting is concerned there are still huge gaps in knowledge about LEDs, and until now the case for them as a viable lighting technology has been largely neglected.

## LEDs - nice but dim?

In ongoing efforts to economise, many might consider that a cost-effective light means compromising on light quality. This can explain the reason compact fluorescent bulbs (CFLs) are so popular – they save on energy and cost very little. One could say the same of many ‘nice but dim’ LEDs. Part of the problem is that no official light specifications currently exist for LEDs, so a lot of below par products are being churned out and sold by some trusted high street stores.

While the major lighting manufacturers do what they can to grasp on to a dwindling monopoly on sub-standard low cost light bulbs, smaller players like Gloucestershire-based Greenled, are finding an innovative route into the lighting arena, and are pioneering the use of high-performance LED technology for a range of commercial sectors.

When considered against the rising cost of energy, there is no doubt that in reducing carbon emissions, LEDs offer a persuasive argument, but price and performance have been the most prohibitive factors in advancing their usage. Greenled’s aim is to



inform and empower end-users – to demand a new type of light that offers significant cost-savings, longevity and optimises energy-efficiency.

The brightest lighting technologies that have carried favour for so long will soon be a thing of the past. Legislation is in place to gradually ban high wattage bulbs, so essentially halogens and tungsten bulbs are on their way out. However, the general assumption is that the lower a bulb’s wattage, the less powerful

the light. While this is the case with other types of lighting, a 5W Greenled LED lamp offers the same performance as a 40W halogen. Greenled LEDs convert 90 per cent of energy straight to light, which results in running cost savings of up to 90 per cent on standard energy bills. Lasting ten times longer than traditional lighting, the rapid cost and energy savings offered by Greenled are particularly attractive to businesses.

A major customer to cut energy costs using Greenled LEDs is

London-based Haymarket Media Group. Haymarket is one of Britain’s fastest growing media companies, and the UK’s largest privately-owned magazine publisher. The company is committed to reducing its carbon footprint, and overhauling its lighting system has been a key energy-efficiency initiative.

Earlier this year, Haymarket’s Sustainability Manager, Nathan McLean appointed Greenled to provide and install over 500 LED lamps across its four key premises.

“We explored a number of lighting options and settled on Greenled LEDs because they provide the right amount of light – much more light than we could find from other LEDs – and offer excellent environmental benefits,” McLean explains. “These LEDs are some of the best available and they have proved to be very effective in the areas in which we are using them.”

Replacing Haymarket’s existing lights with Greenled lamps in corridors, lavatories and recreation zones has reduced energy use in these areas by 90 per cent, and will further reduce its footprint by 74 carbon tonnes per year, in addition to saving the company in excess of £100,000 in electricity costs over the next 10 years.

As government continues to encourage energy-efficiency, financial incentives such as Carbon Trust loans and Enhanced Capital Allowances are available to help small and medium enterprises make greater in-roads to sustainability. Greenled offers advice on how to maximise these opportunities, in addition to installation and sales support, technical advice and energy consultancy. ■

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