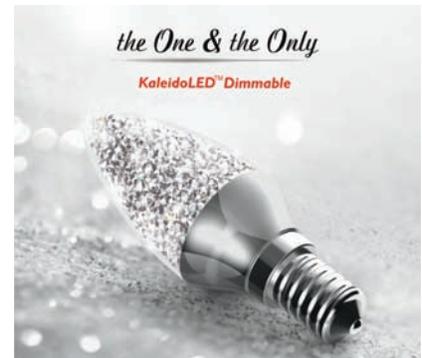


# An Inspiring Company

We speak to Anil Anand, Managing Director of Inspired Lighting and find out what his inspiration was behind his latest product range.

**TECHTOUCH**<sup>®</sup>



**Congratulations on your new LED range for Retailers - what has been your most successful product in the range and why?**

Thank you and we must admit we have been overwhelmed by the response. We have predominantly been suppliers of replacement lamps but due to the rapid change in regulations and technology, LED lighting has gained huge momentum in both domestic and commercial applications. Our range of Techtouch LED downlights has certainly made a strong impact. With over 35 products to choose from, high lumen output, excellent photometric properties and 25,000hr lamp life are just a few of the benefits customers have appreciated.

**How can your LED products help Retailers to save energy and money on their fuel bills?**

Reducing energy consumption is of course the first benefit customers focus on and this can be achieved by using any LED products. However, for retailers it is just as important to ensure the additional benefits of switching to LED lighting are achieved by selecting the correct product based on performance and reliability. It is essential for a retail environment to be illuminated correctly and this light level to be consistent over time and the quality is important due to maintenance costs.

**Where do you see the future of LEDs in Retail?**

With almost all retail stores having fluorescent downlights it is no surprise that the range of downlights we have launched has been accepted so well. The ultra slim range, with a height of only 30mm, has been perfect for fitting within display units or ceilings with no void thus creating solutions that didn't exist before. We have no doubt that within a relatively short period of time retail outlets will be fully illuminated by LED products due to the current tax benefits and the relatively short payback time for any investment.

**Do you have any additional Retail products coming in to the market in the next few months? If so, how do they differ from other products on the market?**

We have a huge range currently under development for the contract market but our quality standards testing procedure for new products can be consuming. We will always endeavour to bring new products to the market as soon as possible but due to LED lighting developing so fast it is important that any products launched can withstand the test of time.

**What would be your favourite LED product?**

Well that is quite simple to answer. It has to be our Red Dot Design award winning CrystaLED. In my opinion there is simply nothing else like it on the market. It is truly a credit to our designers and R & D department that turned an idea into reality. The CrystaLED rewrote history and is a product that is more of a feature than simply a light source. It boasts a full solid crystal body in either a Candle Lamp or a golf ball shape with over 132 facets to every item.

**Are your products also available for the retailer to sell competitively to the consumer?**

Yes. Our vast range of LED lamps are already being sold throughout lighting retailers, electrical wholesalers, online retailers and furniture stores. The uniqueness of some of our products and the attractive packaging has been one of the advantages customers have appreciated. 📞

**Contact**  
**Inspired Lighting Ltd**  
**sales@luxram.co.uk**  
**+44 (0) 1706 620077**  
**www.luxram.co.uk**

**Introducing the Intego™ Pro Series**



Intego Pro White Round M'



Intego Pro White Square S'



Intego Pro White Round S'



Intego Pro White Square M'

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For Further Information Visit: [www.luxram.co.uk](http://www.luxram.co.uk) t: +44 (0)1706 620077 f: +44 (0)1706 620079 e: sales@luxram.co.uk