



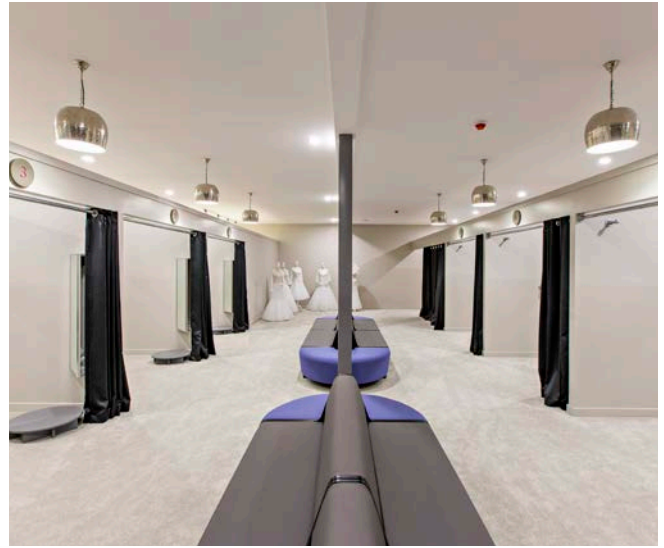
WED2B

LED PERFECT MATCH FOR U.K'S
LEADING BRIDAL RETAILERS.

Dexretail
SPECIALIST LIGHTING

ABOUT THE CLIENT

WED2B, currently the largest bridal wear retailer in the U.K, has appointed Dexretail as its lighting manufacturer of choice for its multiple store development programme and nationwide expansion.



Wed2B is driven by three core principles; value, choice and quality. With nine outlet stores across England and Scotland, the company has focused on creating a unique customer experience within a warm and friendly retail environment, offering a huge range of high-quality, yet competitively priced designer bridal wear. Convenience is also a key aspect of their service. Unlike most wedding dress retailers, Wed2B stores operate on a no appointment, no pressure basis, allowing the bride-to-be to try on as many dresses (from a selection of over a thousand) as she feels necessary, receive guidance and assistance only when required and take her new dress home that very same day.

In 2015, following the huge success of a trial LED installation at Wed2B's Milton Keynes store, Dexretail were able to demonstrate the strength and flexibility of their LED product range and premium service, providing cost-effective solutions without compromising on either quality or fast delivery times. The trial lighting design is to become a template for the refurbishment of a chain of existing stores and the development of new branches across the UK.

THE BRIEF

Dexretail worked closely with Wed2B's store development team to deliver an energy-efficient lighting scheme that would enhance the outlet's showroom, changing rooms and waiting areas. The design needed to reflect the retailer's brand identity by evoking the allure of a high-end boutique merged with a friendly and less formal atmosphere. The lighting also had to highlight the dresses on display, showcasing their product range effectively.



Hi-Track spotlights – Eye-catching displays and customisable lighting.

The Hi-Track range of track mounted LED spotlights was used extensively for the showroom's display area and multiple rails of wedding dresses. This versatile luminaire is designed to accommodate the constant changes in style, layout and colour scheme of retail spaces. Such flexibility is owed to a combination of user-friendly features. To begin with, a three circuit adaptor allows luminaires to be positioned anywhere along the length of the circuit track. Further adjustments can then be made by rotating and pivoting the spotlights individually to suit the display layout. A rotary dial for circuit selection also allows luminaires to be wired on three separate circuits and switched according to the client's requirements.

Manufactured in high-quality die cast aluminium, the Hi-track combines durability with the appeal of its modern design, offering a range of body styles, accessories and colours to render each installation unique to the client. To match the bridal retailer's brand identity, both the luminaire and corresponding tracks, were delivered in white with subtle black detailing. A vertical style body was specified, along with a 25 degree beam angle, to provide the most efficient coverage possible throughout the showroom.

To create a striking atmosphere and highlight products effectively however, performance and light quality are crucial factors to consider. In this department, the Hi-Track is built to impress. By combining a high-performance aluminium faceted reflector and the latest Lumileds LEDs, the luminaire offers excellent all-round efficiency and a colour rendering index of 80+, in both 3000k and 4000k colour temperatures. Available in 1400lm, 2000lm and 3000lm lumen packages, the Hi-Track offers flexibility at the point of design and can be supplied in CDM-T and LED variants upon request. A Digital Addressable Lighting Interface (DALI) dimming protocol also allows retailers to adjust light levels according to their needs.



“Thanks to this selection of state-of-the-art LED luminaires, Wed2B stores are set to significantly reduce their electricity bills and carbon footprint over the course of their renovation programme and into the long-term future”

THE PRODUCTS

Protec LED – Ultra-versatile, high-performance solution for modern retailers.

In the waiting and changing areas, the Protec LED downlight provided efficiency and contemporary design of the highest standard. Like the Hi-Track, the Protec LED range has enjoyed continued success across many sectors due to its versatility. With a huge range of interchangeable bezel, reflector and colour attachment options and lumen packages of up to 3000lm, the Protec LED is suitable for a host of applications and is adaptable to changes to room layout, branding colour schemes and display arrangement. Furthermore, an IP65 rating can be achieved for use in bathrooms and wet areas and BSEN 12464 glare compliant variants are available for offices and areas where monitors are in use.

The Protec's excellent efficiency is owed to highly-efficient anodised aluminium reflectors (available in OptiSpec/specular or OptiSat/semi-specular versions) that produce a wide and uniform distribution of the LED light source. Such technology allows the luminaire to achieve LORs in excess of 90% whilst operating at a fraction of fluorescent or HID alternatives.

Thanks to this selection of state-of-the-art LED luminaires, Wed2B stores are set to significantly reduce their electricity bills and carbon footprint over the course of their renovation programme and into the long-term future. The rugged durability and longer lifespan of the high-quality Lumiled LEDs used, will also minimise maintenance costs and interruptions to service. In addition to these benefits, all LED products were offered with Dextra Group's comprehensive five year warranty for extra peace of mind.

With a choice of Touch Dim or DALI dimming functions, offering compatibility with a range of standalone sensors for daylight and presence detection, the Protec LED can maximise energy savings and provide further lighting control to suit the client's needs. Three hour maintained and self test emergency is also available for this product.

The Protec's versatility is also evident in its suitability for a range of surfaces including plasterboard, mineral fibre and metal tile installation. A practical four point self-clamping spring bracket allows for a quick and cost-effective installation into ceiling thicknesses from 3mm to 30mm. Custom bezels for existing ceiling cut-outs can also be provided to facilitate retrofit applications.



FEATURED PRODUCTS



PROTEC LED



HI-TRACK