



Lighting The Way

With times especially tough and cost cutting essential, energy saving Light Tape with its huge potential in retail and displays, becomes particularly significant.

John Taylor got switched on!

Revolutionary and cost-effective, Light Tape is slim and flexible electroluminescent strip lighting that operates with ultra low power consumption whilst providing amazing flexibility for displays. "There's not an area where Light Tape cannot be used to amazing effect," says Light Tape UK MD Mike Hardcastle. So from retail displays to wayfinding signage, even in H&S scenarios, as well as architectural and entertainment applications, advertising, graphics display light boxes and more, the boundaries of Light Tape usage seem to be simply your imagination. It's even great at replacing neon.

Light Tape is just 0.5mm thick and amazingly flexible, considerably reducing weight and energy usage compared to alternative systems. Energy savings can be as much as 85-90% compared to fluorescent, neon and cold cathode, for example. "Light Tape, says Hardcastle, "is the longest and brightest electroluminescent lamp in the world. It can be supplied in a range of colours and widths, with lengths from a few inches up to 100m or more. And by varying the supply voltage and frequency, brightness and hue can also be finely adjusted. It can also be used in flashing or steady state modes, indoors or out."

Light Tape has no mercury incorporated in it, neither is there glass to break or gas to escape. On display lighting capability, a 25mm wide, 100m long Light Tape, consumes less power than a 100W light bulb. And, adds Hardcastle, it emits at least twice the brightness of alternative EL technologies. Outdoors, Light Tape illuminated signage can be seen for miles, over five, in fact, and that's been verified by NASA in a study by the US Air Force, penetrating fog, snow, haze and other normally poor visibility conditions.

And another great thing about the Light Tape system is it is easy to install. It's also virtually maintenance-free, delivering uniform lighting that boasts years of durability. The flat, flexible, plastic lamp generates no heat and can be wrapped around corners as tight as 5mm bend radius. "Moreover," says

Mike Hardcastle, "unlike fibre optics, Light Tape loves to be flashed sequentially or selectively. And that not only enhances applications but also significantly extends its service life."

Multi-channel sequencers and flashers are also available for use with Light Tape which comes in an array of different colours and widths, in lengths up to 500ft or more. And with a long run, you still only need one connection to the power supply.

For retail and PoS, Light Tape boasts a perfect contemporary alternative lighting solution. It's clean and modern too, and can be fitted just about anywhere, providing the right ambience to complement whatever mood the application requires to promote and sell products.

For bars and restaurants, the neon analogy comes into its own. Light Tape is flat and uniform in appearance, giving an ultra modern twist to the traditional decorative solution. And with its flexibility, higher brightness and low power consumption, applications simply abound, creating mood and atmosphere, and stunning focal points.

As well as runs, bendy or otherwise, cut-outs, even intricate shapes and letters are easily produced using Light Tape. So too are animations. Light Tape Animated Signs provide highly realistic effects within a high resolution printed image. The image is divided into several different sections that can be illuminated separately and sequentially to create movement and 'noticeability'.

Light Tape Animated Signs, used by Irish retailer Hunky Dory's, provide an eye-catching, moving electronic display that utilises



high quality, full colour digital images. Yet they are as thin as a credit card and energy efficient too, consuming less than 40W/m² of sign area. And according to Mike Hardcastle, they are virtually unbreakable, vibration and shock resistant, easy to install, very portable, and do not contain glass. Animated Signs are said to be ideal for branding, PoS advertising, exhibitions, shopping malls, sporting arenas, bars, hotels, cinemas, kiosks and more.

Floor displays can also be created using Light Tape. When covered with FloorShield, a textured, pressure sensitive UV stable PVC short term floor graphic lamination film, it will withstand foot traffic and provide a great wow factor.

New Snap-N-Light from Light Tape, provides an even easier to install display lighting system for building decoration applications. It comprises a length of Light Tape pre-installed in a mounting channel extrusion, factory sealed and cut to length. It comes complete with mounting clips and Extreme Green Light Tape ready encased in a clear plastic extrusion, wired and ready for installation. Just uncoil it, fix it in place, connect and switch on! It is IP68 rated and has an ultra-low carbon footprint.

Light Tape Extreme Green Series tape has an extended life of 40,000 hours and, for a 1in wide tape, consumes less than 1W/m run. This simple solution produces a line of light and unlike traditional product it even looks good when switched off.

Applications in legion

Light Tape has already been used in a host of applications, from shopping mall carts to Bombay Sapphire displays, floor graphics such for the likes of Coors, cinema PoS displays and even retail and bar shelf lighting. Since taking centre stage in the Secret Policeman's Ball with the Amnesty International logo, Light Tape has developed real show power. For Spamalot in Las Vegas, Light Tape added stunning effect to complicated cut-out displays in the foyer. A wearable mask and other props worn on stage by singer Calvin Harris, added red and blue illumination to his Lone Ranger mask. And the Mighty Boosh, not to be outdone, used Light Tape for its Pete Neon character.

Installed by Scena Projects at the recent Holiday Inn conference, Light Tape is seen as a huge success in display floor lighting. As well as highlighting the plinth on the main stage comprising three curved areas that would have been virtually impossible with any other light source, Light Tape provided an easy to install, clean, ultra modern edge to the overall base of the structure.

Light Tape was also used on the floor of the stage in a fan arrangement with six, 18m lengths of continuous light emitting from a cen-

THE LOW COSTS OF LIGHT TAPE:

Light Tape Vs Neon	15mm Neon (Mercury/Argon)	25mm Light Tape	12mm Light Tape
Watts/ Metre	28.7	1	0.5
kWh/Year/100m	12,570	438	219
Cost/Year/100m	£1257	£43.80	£21.90
Annual CO ₂ Production in Kg	527	18.5	9.25
Annual CO ₂ Production in Tonnes	0.53	0.02	0.01

Electricity costs based on 10p/kWh

tral point, producing a stunning, stylish platform to emanate the proceedings from. Traditionally, the only way to have achieved this was by cutting a channel in the floor and installing multiple tubes at massive expense, says Hardcastle. FloorShield, used on top of the 1in wide Light Tape strips, sealed them in place and provided a secure, flat, non-slip surface, safe for the presenters as they walked over the lit tape, moving back and forth across the stage.

Light Tape is also being used to replace existing decorative light sources in nightclub and bars where it can be easily installed, boasting stunning effects at a fraction of the cost of installation and running costs of traditional lighting.

With Light Tape, stunning design, creativity and innovation seem to go hand in hand. At the Curry's Superstore in Wednesbury, Lexmark has created a display with a difference for its printer based portfolio on show. There, the company has contrived a full working Wi-Fi based demonstration area where everything on display can be tried and tested live by the customers.

The display area itself, lit by Light Tape is switched on to flash mode to show the path of the Wi-Fi and illuminate the Wi-Fi logos. It is indeed an illuminating experience, putting its competition in the shop in the shade. And the created experience has been such a success that Lexmark is now introducing the concept to other Curry's Superstores, and is also talking about expanding the concept even further.

www.lighttape.co.uk

