

Light up your life, **THE SMART WAY**

The move towards more energy efficient lighting is well under way, but has the market been an illuminated success?

Phil Weafer reports.

LED LIGHTING HAS become the go-to light bulb in the market, with long-term savings (and the ongoing promotion of this fact!) one of the major factors behind this. The market has adjusted and it would appear that it has been a successful time over the last six months or so.

LED bulbs are mercury-free (unlike CFLs) and do not require consumers to compromise on quality and now more manufacturers are looking at more stylish LED-based options. LED bulbs are also now nearly all compatible with most existing light fittings, be they screw or bayonet cap sockets, making it easier for end users to make the switch.

Dave Procter, Marketing Manager for Philips Lighting New Zealand, agrees there has been a steady increase over the last year in the market for lighting which is more noticeable in the commercial and trade side of the business. He feels this is to be expected as commercial and hospitality applications will give end users a greater return on cost, faster, than a domestic application.

On the consumer side Procter says the market is a little bit slower but, he adds: "We're starting to see a bit of a ramp-up with the range that we launched last year that had a pretty good uptake." What's more, Philips has just launched a new range that on average works out to be a few dollars cheaper at the shelf and which Dave Procter expects to encourage the pace of the switchover.

In contrast, **John Braggins** at Simx has found that the residential market has been more successful than the commercial market: "The residential market has been favourable and trending upwards gradually over the past year, although this upward shift has flattened somewhat over the past four months. The commercial market still remains flat although there are some signs that a small recovery is just around the corner"

But, in general, the public seem to have taken to LEDs. Indeed, EECA's **Terry Collins** points out that EECA has been getting some reports about unavailability due to lack of stock due to sell-outs. Why the sudden increase in demand? "At the end of last year, the supply and price curves intersected for LEDs," he says.

Collins is also rightly quick to add that the work EECA has done with retailers as part of its RightLight programme has been beneficial and has seen more efficient lighting sold in supermarkets than inefficient ones.

LIGHTING GETS SMART

Connectivity—smartphones, smart grid, smart homes and all that—is beginning to play a larger role in the homes of Kiwis and lighting is part of this movement. With nearly every appliance imaginable available in a "smart" mode, it was always inevitable that smart lighting would become popular in the homes.

John Braggins at Simx says that this has already caught on in the market and says that actually it's the consumer's quest for savings that is a key driving factor behind this, rather than any yearning for a Jetsons-style abode: "Kiwis like 'whizzy' features, and they also like



Simx Bulk-ing up its range

Incorporating eco-efficient LED lamps, the new **230V Sensorlight** offers long life, low maintenance and low power demands. Each powerful 4W LED lamp will provide security lighting with approximately 4x6 metre deep coverage. The 230V sensorlight is available in a choice of single or twin head, and with black or white housing.

Using up to 90% less energy than equivalent incandescent options, the **6W Bulk LED Wall light** has an integral PIR that reduces power demand further, operating the light only when someone is present. The opal diffuser provides a wide and even spread of light, with a choice of slim or eyelid trim. The weatherproof, impact resistant light is available in Black or White finish.

www.simx.co.nz



WeMo's wemote Wi-Fi controllers

Belkin has added to its WeMo "accessory" range with a number of new options. The **WeMo Switch**, works with the free WeMo app for Android smartphone or tablet, iPhone, iPad, or iPod Touch so users can turn electronics on or off from anywhere. WeMo uses a home Wi-Fi network, and also operates over mobile internet and the range is completely modular, allowing users to control as much or as little of their home as they like.

The Wi-Fi enabled **WeMo Light Switch** allows users to turn lights on and off from anywhere. **WeMo Baby** works with the free, downloadable WeMo Baby smartphone app so babies can be listened to with clear digital sound from anywhere. WeMo Baby allows multiple users to listen to simultaneously on any iOS (v5 or higher) device. There is also the option of upgrading to the premium app to receive cry notifications as well as access a baby's cry history.

Finally, Belkin's **WeMo Switch + Motion** home remote and motion sensor work together to allow users to use motion to turn almost anything in the house on or off. Have a light go on when you enter a room, have a fan go off when you leave.

www.belkin.com.au

Philips LED-ing the way

Philips' third generation LED bulb range, which is being released in New Zealand next month, is even more energy efficient than previous models and is priced lower. The 13W LED bulb (75W incandescent bulb equivalent), which is one of the most popular in the range, now draws just 12.5W of electricity to produce similar light output and has been reduced in price. Philips LED light bulbs use up to 80% less energy than incandescent light bulbs and can last up to 15 times longer. Philips Lighting anticipates that at least 50% of global lighting will be LEDs by as early as 2015, and 75% by the end of this decade.

www.philips.co.nz



to know there is a big power saving when they purchase the latest consumable electrical products."

Philips Lighting's Dave Procter also sees the connectivity aspect of the market growing and the variety it offers consumers is a big selling point: "I think there will be more connected lighting options and it's all about flexibility and having a bit of fun with it so you can change settings to reflect the mood or occasion. It becomes a lot more flexible and personalised, it becomes a lot less of a functional thing and offers people more options."

SEND THE RIGHT MESSAGE

So what about the consumers who still haven't quite made the move over towards more energy efficient light bulbs be it LEDs or Compact Fluorescents (CFLs)? Well, even though the majority of users now buy energy efficient globes, suppliers are still stressing that the basic message about energy savings and the longevity of these bulbs needs to continue to be delivered to consumers to drive home the point and help them make that switch. As an example, Dave Procter points to success of the various EECA programmes which have raised energy efficiency as a positive for the public.

What message would Dave Procter like to see driven to the public? Sounds like a "one ring to bind them all" outlook: "Based on the range of LEDs available now there is really only one type to replace most options in the home. And even if they want to replace a whole fitting, there are those that have an integrated LED now that last 20,000 hours."

As well as the savings, Philips' Procter feels there is more variety in the aesthetics that LEDs can offer: "They are a nice look, you can do a lot more with LED than a traditional halogen or bulb that you have to use so there are some really nice integrated LED fittings as well. It's just the range available and the fact that the price points have now come down to a stage where it's lasting 15 years and saving you lots of energy – it's a bit of a no brainer and an easy way to save on a power bill."

But the choice being a "no-brainer" doesn't mean any old no-name brand is OK... Simx's John Braggins feels that quality and attention to detail should be paramount when it comes to purchasing. "Buy reliability – we do! We want the customer back, not the product. The extra dollar spent is worth every cent in the long run." **NZ4EN**

EECA encourages households to make further savings

Kiwis bought nearly 1.95 million energy efficient light bulbs from supermarkets last year, saving New Zealand up to \$4 million in energy costs by replacing old incandescent bulbs, according to new data released by EECA.

EECA says supermarket sales of energy efficient light bulbs now make up 23% of all light bulb sales compared to 17% in 2012. EECA Lighting Manager, **Bill Brander**, says last year's saving were equivalent to the electricity consumption of about 6,000 households. "Replacing six incandescent bulbs in high-use areas with efficient bulbs can save \$120 a year, even after you factor in the cost of the bulbs. The efficient bulbs also last much longer."

Brander says the end of daylight saving is the time when Kiwis traditionally replace failed bulbs. "Lighting use typically doubles in autumn and winter because people are spending more time at home and the nights are longer. Lighting makes up about 12% of a home's electricity bill and the average home has about 30 light bulbs – so installing energy efficient bulbs is a very easy way to reduce energy use."

www.eeca.govt.nz

www.energywise.govt.nz

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SIMX lights the way

The house of brands that is Simx continues to develop new innovative products for the market, offering exclusive features, and the opportunity for distributors to obtain justifiable higher shelf margins.

Simx are a Top 10 supplier of preferred brands to the electrical trade, having been involved there since 1983. This preference having evolved from designing market leading products around quality and long term reliability, and knowing that technical backup, and aftersales service is only a phone call away. Their aim is to get the customer back, not the product.

This extends also to the Simx range of lighting, out of which some exciting new products are coming available, having already gained a strong acceptance from the electrical trade.

Sensor lighting has been a cornerstone of the Simx portfolio for over a decade, and with the rapid onset of LED technology, they can continue to grow and strengthen that range choice for many more years to come.

Why have a light on when no one is there? We want them to come on when someone is there, invited or otherwise. The logic behind using sensorlights outside is well understood. Using LED, a little less so. Putting a retro-fit LED lamp into an existing light fitting will often produce considerably less light than you wanted.

Simx luminaires use dedicated integral LED units, designed to maximise output. By example the new BulkLED provides a luminaire

output equal to a 100watts light bulb, but only

consumes 6watts – that a big power saving. And that saving is optimised further with the presence sensor. Using an integral LED array, even light is produced across the entire diffuser, not dark at one end and really bright at the other.

With an aimable internal light source, and in a choice of trim style and colours, BulkLED not only looks smart, they will light up some large spaces around the home.

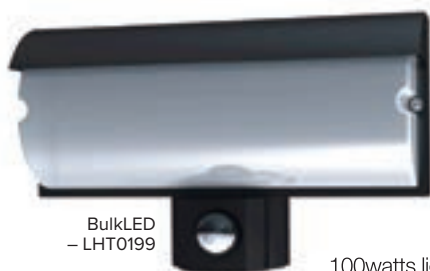
For areas around the home that are relatively narrow, or have a need for more localised security lighting, SensorLED from Simx offers a versatile solution, with low energy demand. With single and double head units, each compact spot will light an area enough for a car and trailer, with no wasted light.

With a contemporary design, and compact size, SensorLED shift the focus away from the old “bug-eyes” options we all love to hate, to a product that blends well, and virtually disappears into the background.

Simx, working hard to bring innovation and reliability to the industry, and quality solutions that the customer expects. ■



SensorLED – LHT0205



BulkLED – LHT0199



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