



CASE STUDY

Dixons Carphone Currys PC world

Group's first 100% LED lit out-of-town superstore in the UK

Whitecroft Lighting were commissioned to design and supply LED luminaires throughout, making it the Group's first 100% LED lit out-of-town superstore in the UK.

From initial consultation through design to completion took under three months, with the actual installation taking just under a month to complete. A key part of that process involved Whitecroft Lighting recommending an energy saving solution.

As a result, the project saw the installation of Aerial Twin LED luminaires across the high bay areas of the store and above the mezzanine providing all-round glare control and uniform light diffusion. In addition, Cascade LED provides a clean, bright environment under the mezzanine that is more conducive to the sales process.



30

MONTHS PAYBACK PERIOD

1st

100% LED-LIT OUT-OF-TOWN SUPERSTORE

18,342

SQFT RETAIL UNIT



Customer Feedback

According to Guy Bowden, Energy Manager at Dixons Carphone, the switch to LED has proved a great success:

“As this is our first 100% LED-lit out-of-town retail outlet we have paid keen attention to every aspect of this installation. We trusted in the recommendations that Whitecroft Lighting made, and have been delighted with both the considerable energy savings we are making and the quality of the light we have at this site. Offering our customers and team members a comfortable, safe retail setting is a key priority for us, as is delivering on our responsibilities towards the environment. The system that Whitecroft Lighting delivered helps us meet both these goals, along with achieving big financial savings due to the greatly improved energy efficiencies.”

Key Facts

Project Name	Currys PC World
Location	Liverpool
Client	Dixons Carphone
Project Value	£30K
Completed	2016

Key Products



Aerial Twin



Aerial LED



Cascade LED