

The application centre 2

The key to the Whitecroft Application Centre is a partnership that we create between our technical staff and visitors, with the clear goal of stimulating interaction to achieve the optimum technical and aesthetic outcome for any scheme.

OBSERVATION

"Although Whitecroft produces a good looking catalogue, studying the products first-hand is always going to be a benefit as opposed to looking at products on a page. You can appreciate the actual aesthetics and engineering of a product which, in the case of the Whitecroft Application Centre, was of particular benefit as so many products were available to see there."

"The demonstration and tour were of great interest to both the novice and experienced engineer in showing the differences between good and bad lighting design, with the differences being clearly demonstrated. The way in which Whitecroft approached this lighting demonstration will, I believe, benefit me personally in my future approach to lighting design."

John Ellison
*Cross Design & Project Management,
A Division of Cross Services Ltd*

OBSERVATION

"It was great to see the products in Whitecroft's display room first hand and the factory tour was very useful. I found the staff very helpful and were able to answer all my questions."

Keith Hatton
British Aerospace Systems

OBSERVATION

"The technical seminar at Whitecroft Lighting enabled my design team to gain an insight into the future development of lighting design and new product lines currently under development."

"The knowledge gained from the seminar will be invaluable for future projects, especially the understanding of 'perception and needs' in lighting design."

"The overview of production facilities and contacts made with the Whitecroft Design and Production teams will help give an understanding of the manufacturing processes during future projects."

C S Cook
Cross Design & Project Management, A division of Cross Services Ltd



2.45 pm



2.50 pm



3.15 pm



3.25 pm