

The Car Is Not The Star!

With a smart 88mpg, road tax free, Seat Ecomotion Ibiza coupe on the tp24 stand, one would have expected a lot of interest in the car, but it was the new ranges of tp24 low energy lighting that the buyers at the Lighting Show were getting excited about.

Managing Director, Shaun Davis, explained that they chose the Seat because it is one of the most efficient production models on the market. "We wanted to demonstrate the synergy between our products and the new eco cars". Both are developments in 'old tech' (diesel and fluorescent) with the latest sophisticated technology, offering stylish and affordable solutions that actually work and both have huge energy saving benefits. Despite its fantastic stats, which everyone would be happy with, the tp24 lights are even more efficient than the car.

"We felt that having the only car at the exhibition would attract attention, but I am very pleased to say that it was the lighting that was getting all the interest."

With a range of lighting aimed at the hospitality and larger domestic property tp24's all new Kyoto Grande range is opening up different markets and offering off-the-shelf, affordable, solutions for this normally expensive bespoke sector. The range has large statement pieces with switchable mood setting and practical corridor and bedside lights, the range ticks all the boxes for dedicated low energy lighting and complies with the building regulations.

Davis added, "This is a new direction for us and shows just how far CFL low energy luminaire design has progressed; the response to the new switchable items has been amazing. There was a lot of concern about the economy and it's effect on the reduction in exhibitors and subsequent footfall, so it is vital to be seen by the industry and the buyers and exhibition participation is essential to the growth of the business".

- Ends -

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Editors' Notes

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