

See the light

A growing number of companies are switching on to high efficiency plasma technology, which delivers on quality and cuts energy costs

An award-winning technology that took seven years to develop promises to save energy and shed new light on the way distribution centres and logistics hubs work – quite literally.

High efficiency plasma (HEP), a unique and patent-protected technology, uses an electrode-free form of light generation which is more powerful and has a longer lifespan than con-

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ventional high bay lighting. The result is a better quality light with potential savings on energy costs of at least 50 per cent.

Faster switch on and re-strike times, together with further energy savings through linear dimming (this means that the power consumption is reduced proportionally as the light output is reduced) are significant secondary benefits of the technology.

HEP was devised by Ceravision, based at Bletchley Park in Milton Keynes, for use in many different applications. The Alvara range of lighting products incorporating HEP allows companies to install lighting schemes that perfectly match their requirements. The range is designed for commercial loading bays, warehouses, factories, studios, sports halls or any other large, high-ceilinged space.

“Units with high ceilings that require safe levels of light are normally fitted with 400 watt HID lamps,” explains Andy Neate, chief technology officer. “But one of our 400W HEP units can do the same job as two 400W HID units which typically draw as much as 480W each. We have installed our lighting in some warehouses already, which show that annual energy savings can be over £300,000 for a single location. There’s nothing out there to compete with what we do and the savings are real and immediate.” The total cost of ownership is also reduced significantly because Ceravision lamps will also outlast conventional ones by a factor of two to one, he adds.

Ceravision is already working with several blue-chip companies, carrying out installations for major retailers in their distribution centres. A version of Ceravision’s HEP light source has been developed for use in street lighting and, later this year, the company will launch another



Alvara – designed for factories, warehouses or any other high-ceilinged space

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for use in outdoor loading bays for logistics and transport companies which need to be lit around the clock.

It took the company some seven years to develop HEP and another year and a half to design the right products to wrap around it but all the investment is now paying off. It is in negotiation with a number of international companies to distribute its energy-saving technology and is moving into a new 30,000 sq ft production facility with an expanded workforce.

The technology also won the company an industry accolade when it picked up the Light Sources and Controls Award at this year’s Lighting Design Awards. Recently, it has brought on board leading environmentalist Jonathon Porritt,

the writer and former head of the Sustainable Development Commission, to act as an adviser on sustainability.

Ceravision is backed entirely by private investors which has afforded it precious freedom to develop the business at the right pace, says Tim Reynolds, chief executive officer. “The concept has always been to build a proper company in the UK with an international reach and many, many applications that can spin off from HEP over the next five years. We wanted to build a business in the UK with a product invented in the UK and which creates jobs in the UK, and that’s what we’ve been able to achieve.”

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- INDUSTRY LEADING EFFICIENCIES
- FAST ON AND HOT RE-STRIKE
- DIMMING FUNCTIONALITY DOWN TO 30%
- NO ELECTRODES PROVIDING LONGER LIFESPAN
- CONTROL SYSTEM INDIVIDUALLY PROGRAMMABLE
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