

DECORATIVE LIGHTING AT ITS BEST FROM SYLVANIA



Sylvania has launched a new range of decorative LED lamps. The new range comprises the full complement of decorative shapes including Candle, Bent Tip Candle and Ball LED lamps which offer outstanding design, maximum efficiency and long life. The range is the widest selection of decorative LED replacement lamps available today and is the ideal solution for upgrading 25W and 40W incandescent lamps to energy saving alternatives to reduce energy and maintenance costs. Sylvania's brand new 250Lm and 470Lm Candle and Ball LED range offers a discreet and elegant visual and aesthetic solution. The lamps feature a frosted or clear finish, ideal for decorative lighting in chandeliers, table lamps and wall lights. The clear 'virtual filament' lens creates the illusion of a traditional filament to ensure an elegant sparkle that is visually appealing. Dimmable and non-dimmable versions of the range are available to match user needs and extend energy saving potential further. The range also offers energy saving potential which is guaranteed to save the end-user money. With a lifespan of 25,000 hours, these low maintenance lam-

ps are proven to generate over 80% energy saving in comparison to incandescent lamps. With superb light distribution, the Sylvania lamps do not compromise on energy saving or quality. "When it comes to decorative lighting, the aesthetics of the lamp are almost as important as the fitting they are installed in and become an integral element," comments Edward Lees, Strategic Business Unit Manager of Sylvania LED Lamps. "Sylvania's new range of decorative LED lamps makes the switch to low energy, long life LED easy and without fear of damaging the look and feel of the luminaire and the lit space. With a 470Lm output there is the opportunity to replace 40W incandescent lamps and provide the same light quantity but with over 80% less energy used. The 25,000 hour's life, backed by a three-year warranty can extend maintenance of these lamps to years instead of months helping users achieve big cost savings." The Candle and Ball luminaire range is available in all four cap options: E27, E14, B22 and B15 on selected types. **For more information, visit www.sylvania-lamps.com**

EXCELLENCE TECHNICAL LIGHTING

A LOT OF NEWS RELEASED AT LIGHT + BUILDING 2014 IN THE NAME OF THE "MADE IN ITALY" EXCELLENCE

A great success for 3F Filippi at Light + Building 2014 in Frankfurt, the most important exhibition dedicated to the world of lighting, which ended on April 4. A lot of new LED products: among them, the new technology "Sensor" that will equip several models in the range and that will make it easier for light management for both for installers and for customers, the new design philosophy "Human Centric Lighting" applied the recessed fixtures for offices and work environments that create the right lighting relation to the natural light coming from the outside and the new series 3F Market LED fixtures series, a new family of devices that will be developed further in the coming months and that will bring the concept of "Tailor-Made Light" in retail field. Good results taken home by 3F Filippi - a leading company in the province of Bologna, Italy - at the fair Light + Building 2014 in Frankfurt. Over 700 visitors at our booth from all over the world, especially from Germany, France, England and the U.S., with an average increase of 32% compared to the previous edition: a further confirmation of the undisputed role in the world of lighting companies. Many innovative products were presented installed in three exhibition locations able to show the excellence of the Emilia Romagna area. For the space dedicated to Industry, 3F Filippi has presented the new "Sensor" that will fit various products, including "3F Linda LED" and "3F Petra LED", which allow you to control light intensity and presence sensor directly on board of the fixture, thus simplifying the installation phase. For the prestigious car manufacturer Maserati, 3F Filippi has developed a special piece designed in collaboration with AGIPlus and the Centre for Research of Painting and Quality of Group FCA using a customized 3F Fil 220 LED RGBW, and LED suspended fixture that uses the RGB + W color to emphasize the painting defects. The simulation showed the potential of 3F Filippi in synergy with a client such as Maserati, one of the best Italian excellence. 3F Filippi, as a partner of the FCA group (Fiat Chrysler Automobiles) realizes their factories and other spaces of the group. In the space dedicated to the Office, in collaboration with the Mascagni group, a leader in design and interior design for offices, 3F Filippi has designed the Office Well-being Light

applied to the L 390 LED, a recessed luminaire controlled by sensors of brightness and presence. The simulation of a typical office showed to the visitors the potential of this system that allows you to adjust the power of the individual lamps in relation to the natural light coming from outside. In the space dedicated to the Retail spaces, in collaboration with Cefla, an entrepreneurial multi-business in the sector of the large-scale distribution, 3F Filippi has shown new products like the 3F Market LED and the 3F Fil 180 LED, suspended fixtures with lighting distributions dedicated to the shops and retail spaces, designed to allow the creation of lighting continuous channels with its "Tailor-made Light" philosophy. In particular, 3F Filippi presented versions with distribution "Wide" and "Double asymmetric." A confirmation of the great work of product development done so far, some of the new devices are the technical evolution of the highly successful products of the Bologna equipped with fluorescent wiring, but in the next months will present new families of LED products that will bring new concepts of lighting on the market. At Light + Building 2014 3F Filippi confirmed once again the great attention to the "Tailor-Made Light" - able to respond in a highly personalized manner to every need and in any context - and for the well-being. It's no surprise that 3F Filippi is a sustaining member of the GreenLight program and adheres to the project Human Centric Lighting Europe to promote efficient lighting and quality, to guarantee the protection of the environment and the comfort, health and safety of consumers.

