

New Zealand company Page & Co develop ground-breaking new LED lighting System

The new LED lighting system that produces a CRI rating of 95-97 per cent colour accuracy – no other company in New Zealand has achieved this.

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/EINPresswire.com/ -- Kiwi company [Page + Co](#) has developed a ground-breaking new LED lighting system that produces a CRI rating of 95-97 per cent colour accuracy – no other company in New Zealand has achieved this.

Retailers Z Energy, Kathmandu, Icebreaker and Bendon have been quick to adopt Page & Co's unique lighting system.

"LED lighting traditionally has a deficiency

in the red spectrum that we have effectively solved by combining existing componentry in a way never seen before," says Bruce Page, owner of Page + Co.

"This has obvious benefits for an environment such as retail stores where colour accuracy is at a premium."

"High accuracy mean skin tones and products look vibrant and ultimately appeal to customers," he says.

The LED lighting system developed by Page + Co achieves some of the highest scores in the world on the Colour Rendering Index (CRI). A score of more than 95 means the eye can pick up the slightest variations in colour, details are sharper and the overall visual impression is vivid. While many LED brands in use score about 80 on the CRI scale, the LED system by Page + Co comes with a CRI score of over 95 –97 which puts it practically on a par with sunlight.

Along with this great light accuracy, the Page + Co LED lighting system delivers all the benefits of LED lighting in terms of the energy efficiency and durability. The LEDs used by Page + Co last for 50,000 hours, delivering exceptional cost efficiency.

Page + Co specialise in large scale retail developments and the business was founded in Auckland a staggering five generations ago by the forebears of the current owners. With more than 90 in-house specialists, the company offers integrated services ranging from design to manufacture, project



management, fit out, display and ongoing maintenance.

Page + Co's ability to rapidly innovate on behalf of its clients was the impetus to push in to lighting.

"We saw the need to provide our clients with a premium range of LEDs specifically for the retail environment that would ultimately increase their sales through an enhanced customer experience. "

"Our lighting range compliments our integrated services providing a one stop shop for retailers and offering significant savings, and quicker speed to market," he says.

Manufacturing takes place in Page + Co's 2500m2 facility in Henderson, Auckland. This highly efficient operation makes extensive use of computer numerical control (CNC) equipment to help achieve exceptional cost efficiencies. The factory runs 10 hours a day, seven days a week.

The LED system developed by Page + Co is available from Page + Co, who can be reached on:

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