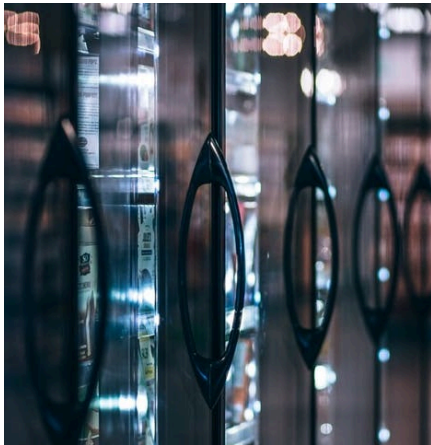


## SCHWEPPE AUSTRALIA EFFECTIVE + EFFICIENT PRODUCT LIGHTING

Ecopoint worked with Schweppes Australia to provide product-enhancing lighting and reduce their costs.



### LOCATION

Throughout Australia



### YEAR

2012

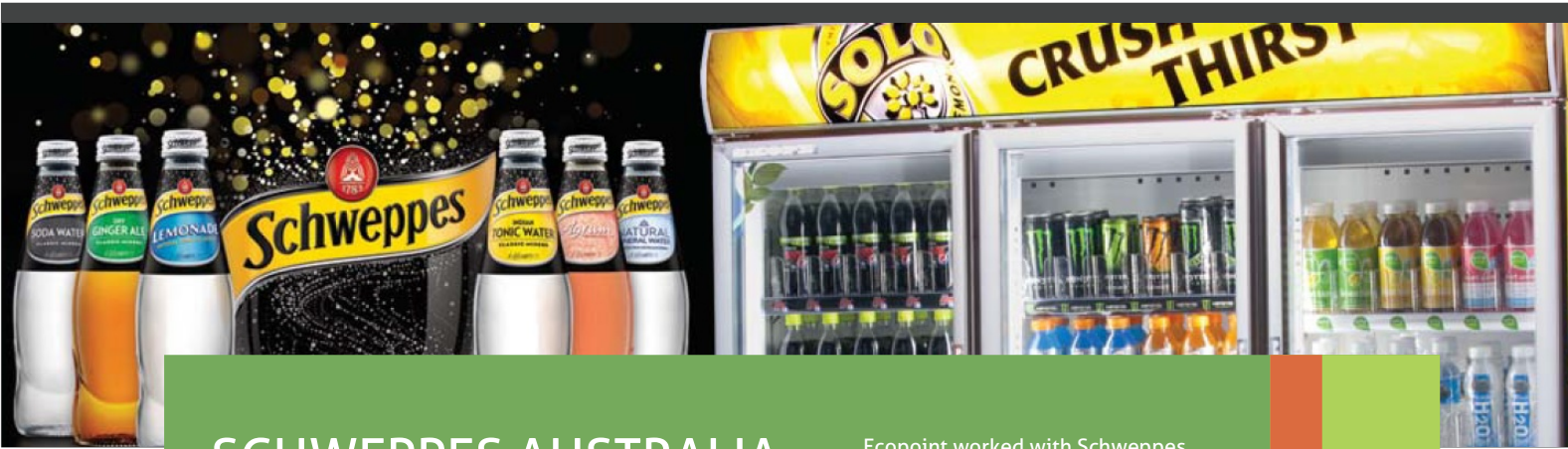
### THE CLIENT

Schweppes Australia markets and sells an extensive range of non-alcohol beverages including soft drinks, mixers, mineral water, water, juice, tea, energy and sports drinks. Brands include The Real Iced Tea Co, Cool Ridge, Schweppes and Spring Valley as well as licenced brands like Pepsi and Mountain Dew.

### THE OBJECTIVE

Schweppes Australia was seeking to lift the look of their branded 1, 2 and 3 door display coolers and enhance the appearance of their extensive range of beverages, with the aim of driving sales. Service costs and energy efficiency were also a consideration, with the company aware that a staggering 93% of Australia's energy is supplied by coal fired power stations.





## SCHWEPPE'S AUSTRALIA EFFECTIVE + EFFICIENT PRODUCT LIGHTING

Ecopoint worked with Schweppe's Australia to provide product-enhancing lighting and reduce their costs.



"Since switching to an LED solution we have enjoyed many benefits, the most important being that our drinks on display look great! We also enjoy lower levels of energy consumption and a better quality of light."

**JOHN REWALD: NATIONAL TECHNICAL OFFICER, SCHWEPPE'S AUSTRALIA**

### THE SOLUTION

Ecopoint's LED tubes come in a range of colour options which make it easy to attain the optimum level of illumination, while the excellent directional qualities of LED illumination mean that the front face of the product is well lit and is more appealing to the consumer. The installation of LED tube lights has meant that Schweppe's goal of maximising the appearance of their product has been achieved.

By choosing Ecopoint's LED lighting solution, Schweppe's Australia is acting responsibly and is contributing to a reduction in greenhouse gasses as well as meeting their objectives regarding product presentation.

Schweppe's Australia have been using Ecopoint LED tubes in their refrigeration products on an ongoing basis since 2012.

### THE PRODUCTS



#### J-SERIES TUBE

**J-Series-** a superior T8 tube replacement for a variety of applications.



#### D-SERIES TUBE

**D-Series-** an innovative double-sided tube, enabling illumination in two directions.



#### C-SERIES TUBE

**C-Series-** fluorescent tube replacement specifically designed for the refrigeration industry.

