



Trials of Implementing Good LED Based Design in a Cost and Package Driven Market

Presenter: Vivianne Vianna

Executing strategies in order to retain design integrity within package driven markets are often challenging. Additionally, budgetary concerns and client expectation make achieving effective and timely results quite stressful and complicated. In order to reduce stress and time, it is paramount that the designer(s) articulate LED technology knowledge and evaluate the client's LED understanding at the project's infancy. Modern LED technology will provide the best ROI (Return On Investment) in regards to maintenance, light source, longevity, quality, etc.. but many clients are still unaware of LED superiority. Finally, when it's time to actually award a project to an agency, will this be based on actual products, product knowledge or prior relationships? There needs to be balance between cost, design and yes, personalities in order to achieve project greatness.

Learning Points

- Strategies to Retain Design in package driven markets
- Client Education: Educating clients that there is an initial premium cost for LED fixtures (if compared to fluorescent) that will be offset with time due to cost savings with maintenance, light source, longevity, quality, etc...
- Cost Strategies of LED vs Fluorescent: If you talk about Fluorescent T8 & T5 lamps, some now reach the 80.000 hours life. But by that time, half of them will be out. In regarding to dimming, you need an added to the dimming ballast. LED's are standard 0-10V dimmable. LED's have a higher CRI, they can tunable white capacity, they have various beams available...
- Pre-Project Budget Expectations: Many budgets are still based upon antiquated fluorescent/incandescent sources rather than current, 21st century LED products. The lightning designer is then left with 3 possible resolutions: 1) go back to client for additional money; 2) have client query estimator on how certain decisions were based; 3) or move from top tier to more economical. Often the design must be compromised to achieve budgetary requirements.
- Rep Relationships in Package driven markets: Projects are awarded to the lighting agency that has a closer relationship with the Owner, G.C. or electrical contractor. Specified fixtures brands have no order of importance in the agency selection. They will be substituted by the brands that the selected agency represents.