



Leading UK LED lighting specialist
uses Businessmagnet to connect
to the right audience



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The UK's leading online Business to Business directory



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Craig Manuel
Managing Director,
Gemma Lighting



Engineers at Southampton Airport were awarded the top prize for sourcing new and innovative ways of saving energy using efficient LED lighting systems from Gemma Lighting in 2008.

Competing against many other energy saving initiatives developed throughout the company, the award was voted for by hundreds of engineering specialists from across BAA's seven UK airports.

www.gemmalighting.com

Gemma Lighting LTD was formed to create an innovative concept for everyday lighting requirements. Drawing on a vast experience of LED technology, our team at Gemma Lighting LTD continues to design, develop and manufacture a new generation of environmentally friendly LED Lighting Solutions that can be utilised both indoors and outdoors.

From their UK manufacturing facility in Portsmouth, Gemma Lighting’s products incorporate the very latest in power efficient LED technology. LEDs produce a targeted light via optical lenses and avoid the use of filaments that can burn out or fracture. Gemma’s products utilise mains power more efficiently than conventional lighting products which can reduce energy consumption by up to 75%. Certain solutions can even generate and store energy using solar panels and solar power management systems which is ideal if mains electricity is unavailable or not a cost-effective option to install.

Utilising the latest cutting-edge technology

Craig Manuel, Managing Director at Gemma Lighting said “We utilise one particular LED chip which is produced most cost-effectively in Asia, we then design the LED driver and the entire light fitting around the chip. With LED it’s all about using the lowest wattage chip you can get with the highest light output. We use a 1 watt chip which currently gives a minimum of 100 lumens per watt”.

Lumens are a measurement of the power of light perceived by the human eye.

Mr. Manuel said “When we first started manufacturing LED lighting around seven years ago, the LED would produce around 25 lumens per watt, since then the output has gone up by 400%. Over the next 3 to 5 years you can probably expect up to 200 lumens per 1 watt LED - the technology is constantly developing. Initially we could only produce LED products for walkways and street lighting with low specification requirements, but as the technology has evolved we can now work on bigger schemes”.

“In a warehouse scenario for instance, previously, we could light up to 6 meters in height, now we can go up to 10 meters and in a couple of years we will be able to go up to 12 or 15 meters”. He added.

Working with the Carbon Trust

Through the Carbon Trust’s Interest Free Energy Efficiency Loan Scheme, SMEs can apply for funding to implement cost-saving LED lighting solutions.



Mr. Manuel stated “We are an accredited Carbon Trust Loan supplier, so although LED solutions are more expensive than traditional lighting, LED uses considerably less energy, generates far less carbon and lasts a lot longer, so it’s worth the extra initial investment and the funding is available”.

**“Each month,
Businessmagnet
delivers around 300
referrals to our
website, which is 10
times more than the
other directories we
have used”**

Craig Manuel
Managing Director,
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ADVERTISING WITH BUSINESSMAGNET

Businessmagnet is one of the largest Business Directories in the UK. We achieve over 3.5million page views per month and are viewed by many as the only directory solution to use. Our SME customers range from small one-man companies to some of the largest and best known organisations in the world.

Businessmagnet offers various advertising packages to suit both budget and desired level of coverage.

Whichever solution you choose, you can be sure to receive our full commitment to providing you with the best possible return on your investment.

For more information visit
www.businessmagnet.co.uk/advertise

“When approved and processed, the funding is passed to the supplier, the customer then repays the loan out of the cost savings they achieve. For larger enterprises and councils, we work with a private finance company who provide finance of up to £1m for LED projects. We have completed a number of highly successful projects in conjunction with the Carbon Trust since the scheme launched”. He added.

Competition and challenges

“When we launched the business we didn’t really have any competition, but that has changed now. One advantage of that is our audience is more aware of LED technology, so we are not having to do quite so much education. But as there is more and more competition, it’s even more important for us to appear at the top of web search results - Businessmagnet does that for us, they are a key factor in driving quality traffic to our site.

We have our own software that tracks exactly where our enquiries have come from, the results show that Businessmagnet delivers around 300 referrals to our website each month, which is 10 times more than the other directories we have used”. Stated Mr. Manuel.

Maximising impact with three types of activity

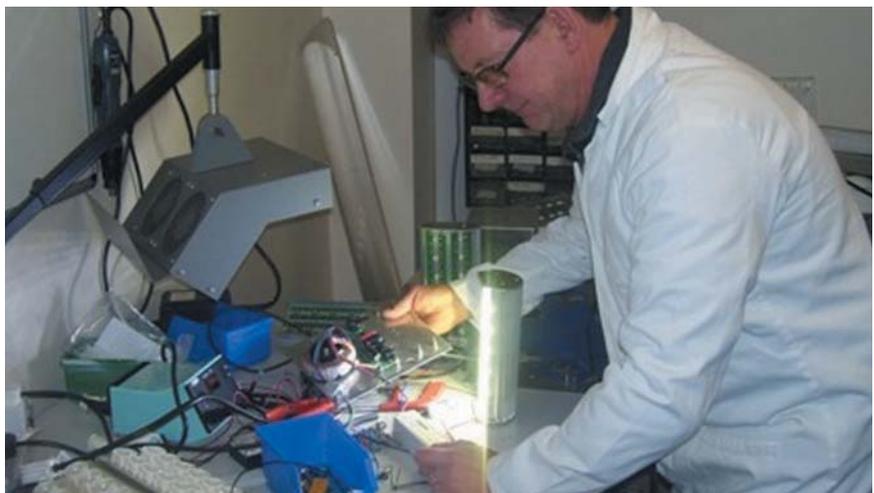
Commencing activity in mid 2007, the company utilises three different Businessmagnet options within their campaign:

- **An Enhanced Listing Plus**

A cost-effective solution which boosts the position of the listing to ‘recommended’ status and includes a mini client defined description in each product and service category the company is listed in.

- **Magnet Links**

Targeting certain keywords or phrases - Magnet Links are unique to Businessmagnet, guarantee a minimum of 50,000 impressions per month and are key to a successful search engine optimisation strategy.



“Our sales have increased each quarter with a high percentage of the Businessmagnet enquiries turning into sales, this has certainly paid for our advertising activity many times over. Businessmagnet connects us to the right people”

Craig Manuel
Managing Director,
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Jupiter 48 XL100 -LED Street Light with Out Reach Arm by Gemma Lighting.

• **Flash Banners**

The best and most visual way to attract browsers to your website - exclusive and 100% relevant to a Keyword or Product and Service Category, providing sponsorship at the top of a section and link directly to your website or your Businessmagnet advert.

Reaping the rewards

Mr. Manuel said “Our sales have increased each quarter with a high percentage of the Businessmagnet enquiries turning into sales, this has certainly paid for our advertising activity many times over. Businessmagnet connects us to the right people”.

Mr. Manuel concluded by adding “It was easy to get our advert up and running and the control panel is easy to use, so we can make changes to our content quickly and easily. We will definitely continue to use Businessmagnet as long as the directory stays as cost effective as it is”.

For more information, click www.businessmagnet.co.uk/advertise



Gemma Lighting's Sun 72 XL100 -LED Flood Light unit.

