

# CASE STUDY

## 'SEED FEMME' Retail Fashion Outlets



### History

In November 2009 Digilin was contacted (along with several leading LED suppliers) to supply samples for the upcoming 'Seed Femme' up-market retail stores; subsequently several samples were sent to BrandBank for appraisal.

The Digilin product differed from all others submitted in three key areas: One, our 'light delivery' was superior to all other tendered products; second, our 'performance per watt' was the best on offer and third, our product was the only Australian made offering !

In February of 2010, James Aktins ('BrandBank' Senior Project Manager responsible for the Seed fitouts) contacted Digilin and made the following statements... *'Your Icons are what we want, nothing comes close to their performance that we can find...'* *'They are fantastic.'* High praise indeed!

James had requested one alteration to the warm white version submitted, a LED with the colour temperature of 3500 degrees with high colour rendering index, so important for retail fitouts. These LED's were quickly sourced from Nichia (Japan) and Digilin undertook the production process in our factory (located Bulimba, Queensland).

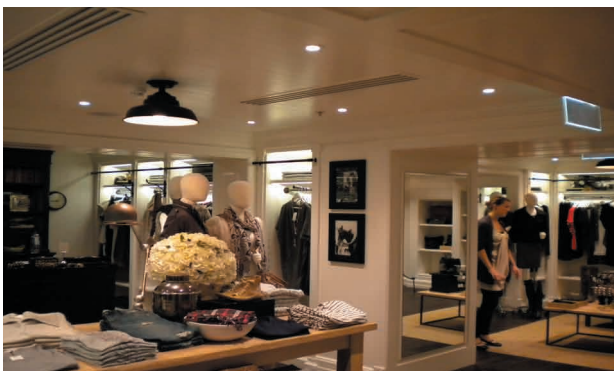
Digilin also supplied many metres of Neutral White 'UltraFlex' LED strip to Seed Femme in a matching colour temperature, for all in store shelf lighting

At the time of writing, four Seed fitouts had been undertaken, Mosman, the Queen Victoria Building (NSW) and Melbourne Central, (the Seed flagship store in Victoria) with at least six more outlets scheduled.



### Nett Benefits to 'Seed Femme'

- hugely reduced electricity costs over Halogen
- exceptionally long life span
- zero maintenance
- tightly controlled colour rendition



QLD: 37 Oxford St, Bulimba 4171  
NSW: 2/7 Burton Avenue, Northmead 2152

Ph: +617 3899 1267  
Ph: +612 9688 7918

Fax: +617 3899 1261  
Fax: +612 9688 7219

[www.digilin.com.au](http://www.digilin.com.au)  
Email [giles@digilin.com.au](mailto:giles@digilin.com.au)



**At the Forefront of LED and Fibre Optic Technologies since 1980**