

# Alma Quattro - Case Study



## About Alma Quattro

Alma Quattro is the market leading outdoor advertising company in Serbia with national coverage and a portfolio that includes large formats, billboards and street furniture.

With many years' experience and commitment to high quality standards, Alma Quattro strives to be at the cutting-edge of innovation and customer satisfaction.

## Background

Bright Green Technology met with Alma Quattro at the FEPE congress in 2013 and shortly afterwards we visited them in Serbia to identify a trial site. Following the trial in February, Alma Quattro decided to implement a program to retrofit 100 of their backlit sites with LEDs.

“ After meeting Bright Green at FEPE we were sure they were the right people to partner with for our retrofit project. They demonstrated a huge amount of experience and a practical approach that made us feel confident in their ability to deliver the project. ”

Kosance Dimitrijevic  
General Manager  
Alma Quattro



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# Project overview

Bright Green Technology provided LED Lighting Systems to illuminate 100 sites. All of the sites were 4 x 3m and included a selection of static billboards and scrollers. The table and charts below show the cost and energy saving of using LEDs instead of fluorescent tubes.

## Return on investment

	Tubes	LEDs
Power consumption	135,000 W	36,000 W
Energy cost per year	£48K	£13K
CO <sup>2</sup> per year	296 Tonnes	80 Tonnes



Bright Green Technology  
LED Retrofit reduced carbon by  
**216 Tonnes per year**

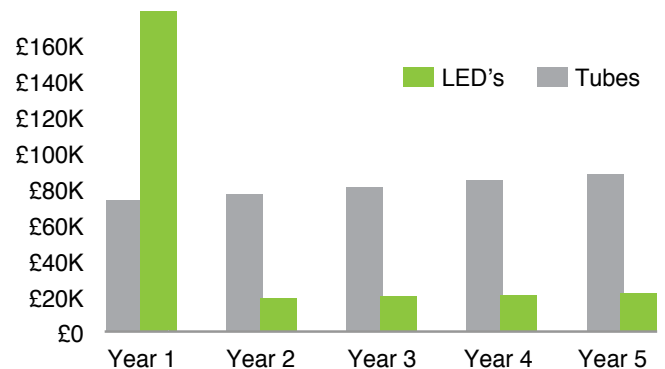
## Financial Modelling

We understand that return on investment is critical to any business, that's why, right at the outset, we provide our outdoor media clients with a free economic analysis. For Alma Quattro this involved looking at their entire portfolio, calculating all of their existing costs and comparing this with an equivalent Bright Green LED system.

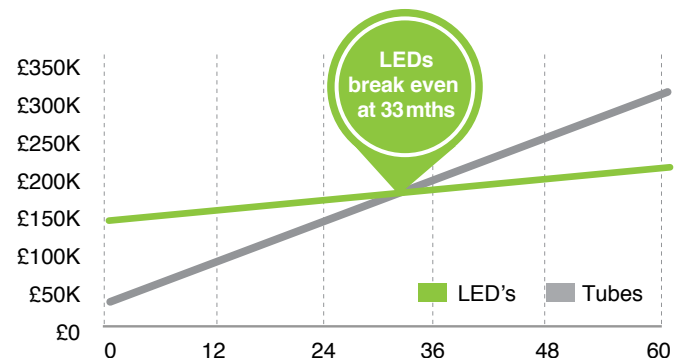
Our experience in lighting large format outdoor media means that we can provide a full and realistic financial model that gives a genuine and reliable indicator of costs like maintenance, CRC and energy.

Taking this approach allows us to help clients like Alma Quattro make an informed decision and see exactly when the project will pay back.

## LEDs annual cost saving



## Time to break even



# Quality of illumination



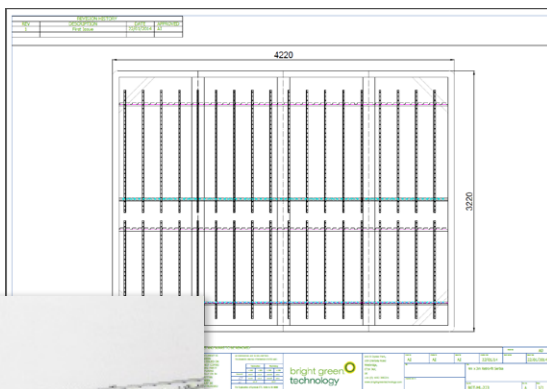
## The system

When fitting an LED lighting system into large format displays, it's not only the LEDs that you need to consider.

OOH advertising sites are often at height, accessible only at night or just awkward to work on. That creates a hazardous environment where safety and speed of installation really count. We developed our install kit to make fitting our Bright Green Matrix LED system fast, safe and reliable – we've minimised measuring, reduced time spent working at height and made sure that maintenance is no problem.

Our engineering team looks at each site and produces technical drawings to show exactly how the system should be installed: spacing, layout and electrical wiring.

This design stage is crucial to ensure that the billboards meet the required brightness and the illumination is even across the entire face of the graphic.



## The result

“Bright Green have provided a high quality LED lighting solution in a professional manner to help in our drive towards delivering a more environmentally friendly product.”

Kosance Dimitrijevic  
General Manager  
Alma Quattro



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## About Bright Green Technology

Bright Green Technology specialises in LED systems that dramatically improve the quality and performance of backlit media, illuminated signage, retail displays and architectural features.

We've worked in the most iconic locations for the biggest companies and won their trust for our product quality and customer support.



## Our Approach

The intelligent answer to your LED requirement saves you time, money and energy. We are practical, hands-on people who understand both state-of-the-art lighting technology and the realities of your business. So while we provide all the products you need, we place equal emphasis on trusted advice and ongoing professional consultancy.

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