



---

# WELCOME

The first half of the year has seen some very exciting company developments for Applelec including the opening of our showroom in London, our RIBA CPD seminar on edge lighting being accredited, and, the purchase of a new head office. It looks like 2015 is set to be our biggest year yet.

As we continue to develop and grow as a company, we are pleased to welcome Rachel Gould to Applelec in the role of production co-ordinator. You can read more about Rachel and how she plans to further improve our production methods on page six.

Our first newsletter of 2015 not only features these business developments but also a fantastic project for the iconic Quaglino's restaurant by Concept Bars and a creative collaboration with typesetting and typeface design company, Monotype, for Clerkenwell Design Week.

The Applelec Lighting Team



LED profiles from Applelec



**LED LIGHT SHEET**

A product from Applelec





# APPLELEC OPEN CENTRAL LONDON SHOWROOM

**Applelec is pleased to announce the opening of a new showroom at the Business Design Centre in London. The showroom features the Applelec lighting range, including LED Light Sheet and the range of LED linear profiles, Aura Linear.**

The showroom gives visitors the opportunity to see examples of LED Light Sheet applications and provides inspiration for the use of the product. Installations include an illuminated lift-car, a fully fabricated beauty counter and a three-metre, lit, onyx feature wall. Each piece is a result of collaborations between Applelec and companies including Evans Turner, iGlass, Grama Blend, Path Retail Display, Lite-House, Light IQ, DKT Artworks, Innerspace Ltd and Nick Jackson Photography.

The move is a significant step for Applelec as the company focuses efforts on increasing its presence in London and the south. Managing director Ian Drinkwater states: 'After significant growth over the

past few years, we have found the need to open a space in London where our clients can go to be inspired by LED Light Sheet and gain a greater understanding of the product. The showroom will be the base for our business development manager Sandi Moolman who will be holding meetings and presentations in the unit.'

The showroom doors first opened during the Surface Design Show in February where the space received a fantastic response from visitors.

Visits to the showroom and product presentations are available by appointment.

Call: 01274 774477

Email: [sandi.moolman@applelec.co.uk](mailto:sandi.moolman@applelec.co.uk)

Unit 137, Business Design Centre, 52  
Upper Street, Islington, London, N1 0QH

---

# QUAGLINO'S GLAMOROUS REVIVAL

Applelec's LED Light Sheet has been selected to illuminate bar tops of an unusual and ambitious bar design for historic Mayfair restaurant, Quaglino's.

The West End restaurant first opened in 1929 and has since been a popular haunt for royals, movie stars and celebrities alike. Since then, the restaurant has undergone numerous face lifts, with the most recent reflecting its original 1930s look. The latest £3 million refurbishment comes as the restaurant looks to focus on bringing back its days of glamorous evenings with 'dressed-up' dining and night-time music entertainment.



Interior design agency Russell Sage Studio was selected to complete the interior revamp, with a design consisting of heavy art deco styling with a mink, gold and pewter colour scheme. Into Lighting were the lighting consultants on the project and they chose to include vintage light features which provide subdued lighting and give the restaurant a dark and exciting atmosphere.

D&D London, the restaurant group behind Quaglino's, approached Concept Bars to create a bar which was required to bring the 'wow' factor as diners walk down the signature staircase into the restaurant, whilst reflecting the brand's heritage as it serves classic and champagne cocktails to London's finest.

The glamorous bar top, which surrounds a central bar housing a vast range of spirits and glasses, is built from a metal framework which has been beautifully finished with mink coloured leather and brass. At just 8mm thick, Applelec's LED Light Sheet was built into the slimline





.....

framework to illuminate panels of resin which sit above it. The panels are fitted with 2700K LEDs, with the warm colour temperature chosen to compliment the lighting scheme and interior design of the restaurant. The LEDs are IP67 rated to offer enhanced protection from any spillages or water ingress.

It was crucial that the bar was easily mobile as it would be required to be moved to reveal the ballroom floor for special events. Concept Bars designed the bar to be constructed in nine separate parts, two for the back bar and seven for the bar top area, which connect together with bespoke clips. Each section is individually dimmable, allowing control over the mood of the bar at different times of the day. LED Light Sheet was chosen to provide illumination to the bar as it offered a lightweight solution in contrast to the previous system of heavy, timber-framed lightboxes.

On working with Applelec on the project, John Richardson, design and projects director at Concept Bars stated: 'We used LED Light Sheet as we know that we can always rely on Applelec for excellent customer service, detailed product information and speed of manufacture.'

.....

---

# APPLELEC INSPIRES AT CLERKENWELL DESIGN WEEK

Applelec is proud to have taken part in **WordPlay**, an outdoor exhibition organised by typesetting and typeface design company, **Monotype**.

The project sought to 'bring type to life and celebrate its influence on the world' as part of London's Clerkenwell Design Week. Companies created typography interventions across the EC1 area for the duration of the festival, each inspired by Clerkenwell's history as a publishing and printing area. The words explore, see, discover, experience, enjoy, inspire and celebrate were displayed through mediums including vinyl, wood, metal and glass.

Applelec chose the word 'Inspire' as it is relevant to all passing visitors as they attend the festival seeking inspiration.

Applelec's piece involved one 2.5 metre wide panel of LED Light Sheet with the word inspire cut out of it. The panel was built into an aluminium frame and placed on a Victorian red brick wall above The Dovetail bar on Jerusalem passage, a key walkway for visitors of the festival. The raw appearance of LED Light Sheet was complemented by the bold stencil style font choice and the brick wall it was mounted on to, giving the piece an industrial look.

Visitors were encouraged to photograph the installations and share on various social media networks tagging the image with #WordPlay. The project had a fantastic response and added a fun, treasure hunt element to the festival.



---

## RACHEL GOULD JOINS APPLELEC IN PRODUCTION CO-ORDINATOR ROLE

Rachel joins the team following a selection of varied roles which have focused on project management, organisational skills and creative problem solving.

In a previous role, Rachel's introduction of new procedures and re-organising of areas of the business resulted in substantial financial savings and improved production times.

Rachel has already made significant improvements to Applelec's production methods by reviewing our couriers and introducing a delivery email system.



Rachel Gould states: 'I am looking forward to using the skills I have gained from my varied career to benefit Applelec and am looking forward to further developing the company's production methods in the future.'

---

## APPLELEC OFFER RIBA CPD SEMINAR

**Presented by Applelec's business development managers, our new RIBA CPD seminar is now available to UK architect practices.**

The seminar, 'Edge Lighting: The Perfect Backlighting Solution', provides information on how to achieve backlighting using an edge-lit source and how to maximise the effects of the system. The presentation will provide architects with in-depth information on LED Light Sheet, how panels can be adapted to suit specific projects and how edge-lit panels can provide a solution for complex or difficult designs.

Applelec's business development manager, Sandi Moolman states: 'The reaction to our RIBA CPD has been extremely positive. Participants have shown a particular interest in discovering the variety of applications where LED Light Sheet can be used

for illumination and the advice we have given on installation methods.'

Our business development managers are available to visit architect practices across the UK to deliver the RIBA CPD seminar, or presentations can be booked at our showroom in the Business Design Centre, London.

To arrange a presentation of our RIBA CPD seminar, please email: [riba@applelec.co.uk](mailto:riba@applelec.co.uk).



### THE SEMINAR AT A GLANCE

- Technical information on LED Light Sheet
- Learn how panels can be adapted to suit projects needs
- Power management options
- Case studies of backlighting solutions using light panels
- Advice on installation methods



## SASO CERTIFICATE OF CONFORMITY

Saudi Arabia and Kuwait

Following increasing work on projects in the Middle East, Applelec is able to provide a SASO Certificate of Conformity for LED Light Sheet panels exported to the Kingdom of Saudi Arabia and Kuwait.

Working with a UK based inspection agency, Applelec ensures all LED Light Sheet panels exported to the Kingdom of Saudi Arabia are accompanied by a Certificate of Conformity (SASO CoC) to enable them to be cleared by Saudi Customs. This required certification ensures products shipped comply with the relevant Saudi technical regulations for national, regional, or international standards.

For Saudi Arabia and Kuwait, Applelec's LED Light Sheet fulfils the requirements of IEC 60598-2-1:1979 + A1:1987 used in conjunction with IEC 60598-1:2008.

## LED Light Sheet: construction notes at a glance

### LED colour temperatures:

2700K, 3000K, 3700K, 4100K, 5300K, 6500K

Dynamic White (tuneable) - 3200K to 6400K

### Colour-changing LEDs:

RGB with pre-programmable options

### Sheet thickness with white LEDs:

3mm, 6mm, 8mm or 10mm

### Sheet thickness with RGB LEDs:

10mm

### Ingress protection:

IP54 or IP67

### Maximum dimensions:

1500mm x 3000mm

### Grid etching dimensions:

1.4mm, 2.8mm, 5.6mm, bespoke

### Forward current:

12V DC

### Controllable/Dimmable:

0-10V, Dali, DMX, Lutron

### 90+ High CRI LEDs:

In 2800K, 3100K, 4100K, 5200K

## BE INSPIRED WITH OUR PRODUCT WEBSITES

[www.ledlightsheet.co.uk](http://www.ledlightsheet.co.uk)

[www.auralinear.co.uk](http://www.auralinear.co.uk)

Please contact our technical advisors to discuss your project requirements

### Head Office

Applelec, Appleby House, Walker Terrace

Bradford, West Yorkshire BD4 7HP

Tel: +44 (0)1274 774 477

Fax: +44 01274 774 478

[ledlightsheet@applelec.co.uk](mailto:ledlightsheet@applelec.co.uk)

[auralinear@applelec.co.uk](mailto:auralinear@applelec.co.uk)

### London Showroom

Unit 137, Business Design Centre

52 Upper Street, Islington

London, N1 0QH

### Twitter

[www.twitter.com/ApplelecLight](https://twitter.com/ApplelecLight)

LED Light Sheet YouTube

[www.youtube.com/ledlightpanels](http://www.youtube.com/ledlightpanels)



Applelec is a UK trade supplier of bespoke sign, display and LED lighting products including LED Light Sheet and Aura Linear.  
[www.applelec.co.uk](http://www.applelec.co.uk)

