



News Release

Hayleys Consumer takes tube lights to new heights with Philips

-- New technological marvels from global leader in fluorescent lighting arrive in the local market --

Fluorescent lamps, almost omnipresent in Sri Lankan offices and factories, have been taken to a new level of sophistication and economic sense with the introduction of a new generation of state-of-the-art fluorescent lamps from Philips by Hayleys Consumer Products Limited (HCPL), a key player in the local lighting solutions market.

Part of the global lighting leader Philips' Professional Lighting products portfolio, this new range of includes fluorescent lamps that are highly efficient, last up to an amazing 17,000 hours, have the lowest mercury content in the industry, are flicker-free, and when used with recommended high frequency electronic ballasts, can save 60 to 80 per cent in electricity consumption and be dimmed to suit the requirements of the user.

"These new products have been rated best-in-class around the world, and their arrival in the local market cannot be more timely in the context of rising electricity costs," Hayleys Lighting Business Unit Manager Janaka Kiridena said. "Although they cost more than the standard fluorescent tubes, these new tube lights result in considerable savings through reduced maintenance, longer replacement cycles and substantial savings on electricity."

A significant aspect of the new range, he said, was that it comprised of products designed for specific applications and locations such as operating theatres, laboratories, food preparation facilities, clean rooms, sales areas, colour testing areas, plant growing locations,

stores, printing industries, restaurants, conference rooms, gymnasiums, indoor sports areas, factories and assembly lines.

"The days when the same type of tube light was used to provide lighting at vastly different locations are now over," Mr. Kiridena said, adding that the new Philips lighting range comprised of products for both indoor and outdoor applications with weather-proof fittings.

HCPL's Professional Lighting Unit Manager Ruwan Withanage said the company has also introduced a range of Philips high frequency electronic ballasts and economical electronic ballasts for use with these new fluorescent lamps. These ballasts can also be used with the standard fluorescent lamps to reduce energy consumption and prolong the effective life of the products, he said.

Among the new products are fluorescent lamps in the Philips Master TL-D Xtra, TL-D Xtreme and Master TL-D Secura Super 80 with special protective coatings in wattages that correspond with the traditional fluorescent lamps. The MASTER TL-D fluorescent lamps can directly replace existing fluorescent lamps and increase light output by 40 per cent while reducing energy consumption by up to 15 per cent. All these lamps are fully recyclable. The Master TL-D Secura Super 80 fluorescent lamps have a transparent, protective coating that keeps glass and components together in case of breakage. This coating does not change colour and is resistant to high temperature.

The MASTER TL-D range contains industry leading low levels of mercury (2mg to 3mg and will be available in 18W, 36W and 58W versions and will run on all types of gear catering to commercial, industrial, domestic and architectural applications

Some of these new fluorescent lamps would facilitate certain industries like food processing to obtain important certifications such as HACCP (Hazard Analysis and Critical Control Points) because they are dust-resistant and shatter-proof, he explained.

He disclosed that Philips had even developed a fluorescent tube light that had an air purifying feature, making it ideal for use in hospitals or plant nurseries.

“We expect these new products from Philips Lighting to bring about a quantum change in the way fluorescent lighting is used in offices, factories and public areas in Sri Lanka,” Mr. Kiridena said, disclosing that about 90 per cent of offices and 75 per cent of factories in the country currently use standard fluorescent tube lights. He said the launch of these technological marvels was part of the new strategic reorientation of Hayleys Consumer Products to focus on selected core areas in which the company has established a dominant presence in the local market.

A member of the Hayleys conglomerate, which has been adjudged a Business Superbrand by the Super brands Organisation, Hayleys Consumer, is the sole representative in Sri Lanka for several leading international brands in Photo Imaging, Philips Consumer and Professional lighting, and Personal Care, which include Fuji film, P&G and Gillette.

(Ends)



Photo Caption:

Philips fluorescent lamps at a food processing facility