

Customer 'LED' solutions – building trust & transparency into working relationships

Welcome to the latest edition of **Clandell News** bringing you the latest news and updates from the world of miniature lighting. As an independent UK enterprise, Clandell is well-positioned to be your supply partner for LED and miniature lighting solutions or help you with your custom design project.

Your needs are our priority so contact a member of the team with your enquiry: sales@clandell.com

LED light strips have become increasingly popular in recent years and are being found in a wide array of both domestic and commercial applications. You may not realise it but they are ever frequently being used as a means of background lighting in kitchens, shops, supermarkets, advertising banners, bedrooms, bathrooms and even in restaurants, boats and caravans!

Available on 5 meter reels they are lightweight and come in a choice of colours. LED light strips are supplied on tape and reel with a choice of 30 or 60 LED's per reel and can be cut down to the desired length. Clandell supplies individual reels with genuine **3M** tape.



RecoLight – for responsible lamp recycling

Did you know?.....that Clandell is a member of Recolight – a service ensuring lamp producers and importers dispose of and recycle their lamp waste responsibly.

Recolight is a dedicated, not-for-profit, WEEE compliance scheme run for, and by, the lighting industry. Waste lamps are classified as Hazardous Waste and the storage and transport of waste lamps is subject to strict legal requirements.

For more information visit: www.recolight.co.uk

RecoLight
Making lamp recycling happen

Clandell Release Latest Marketing Flyers

Now trading in their 10th year of business, Clandell has enjoyed success in a wide variety of market sectors including Aviation, Gaming, Distribution, Power & Process, Transport and the Tourism and Leisure industry.

A series marketing flyers are now available detailing Clandell's wide offering of miniature lighting solutions.

Contact our sales team to receive a set: sales@clandell.com



New addition to the sales team set to 'light up the way'

Clandell is delighted to announce that **Steve Moore** has recently joined the team as Key Account Manager. Steve is a former CML employee previously working under Clandell's **Dick Clarke** and **John Sullivan** for 6-years. He has spent the last 10-years working in the print industry handling major licensed accounts from the USA right across the globe to Australia. Steve has extensive export experience and industry knowledge and will be backing up the team to provide sales and marketing support.

Steve commented: *"It's a great privilege to join the Clandell team and I am extremely excited about the future outlook for the company. With our extensive connections with leading global suppliers I look forward to growing upon the already tremendous level of success achieved to-date."*



Clandell Launch High Power LED Aviation Range

For commercial airlines, a key industry for miniature lighting experts Clandell, lighting can be a crucial element in getting the customer experience right. The cabin crew need to be able to relax passengers ready for rest periods and slowly and delicately wake them up when they are ready to eat, land or take-off.

Commercial aircraft typically have a lifespan of around 25 years which can result in intensive maintenance and repair across all areas. One challenging area for maintenance crew is getting into those hard-to-access area. With this in mind, Clandell has recently designed and launched two new long-life, high-intensity LED's; a cool white LED lamp for coffee making facilities and a warm white dimmable version for cockpit applications.



Dick Clarke, Commercial Director commented:

*"Our flagship MLED387 series serves the market well in providing this function. It has been designed with a 100° viewing angle - a distinct improvement on the filament version. Plus it has a 50,000 hour life-span provides an almost fit-and-forget experience for engineers and cabin crew alike. The lamp is already being used in major airlines and the added-efficiency is far superior to the standard equivalent. (*An independent study suggested that pilots prefer the light output of the LED version against the traditional filament lamp). We select only the highest level of LED's with guaranteed bin selections for longevity, reliability and a superior light output, well suited to aviation, aerospace and defence applications."*



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