



**primo**  
FIRST FOR HIGH PERFORMANCE  
LED HIGHBAYS

## Case Study

Stratco builds energy-efficiency into its stores with Tiger LED Tubes, Streetlights and Primo LED Lowbays.



### Summary

Startrack specified Primo 115W and 155W LED highbays along with Tiger A-Series 18W LED Tubes. Stratco is a home improvement products manufacturer and retailer with approximately 50 retail/trade stores around Australia.

Stratco chose to introduce energy-efficient LED lighting into new and refurbished stores in Western Australia and Victoria.

### Challenge Faced

Stratco wanted a bright, clean display space and lighting played a significant role in enhancing the overall customer experience in the stores.

Parts of the ceiling are full height with exposed beams, while elsewhere ceilings were suspended down to lower heights.

The store development team also required LED lighting to illuminate the exterior of their newest store at Hoppers Crossing in Victoria.

### Solution

Primo 115W LED Lowbays were suspended from the higher ceilings. The wide 111 degree beam spread provided a uniform distribution of bright white light at 5700K. The reflectors provided very effective protection from glare.

The clean, modern design of the Primo lowbays, with their white powder coated reflectors on the aluminium chassis, suited the industrial/retail environment perfectly.

Tiger 18W LED Tubes were retrofitted into existing troffers in some stores, replacing 36W fluoro tubes. The uniform colour and light output of the LED tubes was a noticeable improvement compared to the existing fluoro tubes.

One of the challenges faced at the new Hoppers Crossing store in Victoria was to provide an energy-efficient lighting solution to illuminate the exterior signage on the building at night.



Energy-efficient 18W LED Tubes and Primo 115W LED Lowbays lighting the refurbished store at Rockingham, Western Australia. A single Tiger 60W LED streetlight illuminating Stratco's new store at Hoppers Crossing, Victoria.

### Solution - continued

Rather than installing multiple arms from the roof above the sign, each of which would require a small flood, Tiger recommended a single 60W LED streetlight on just one 2m long arm.

The batwing-shaped light distribution provided a beam spread which lit up the whole height and width of the signage as well as the driveway below.

### Primo 115W LED Lowbay/Highbay

- 11,500 lm
- Replaces 250-400W HID
- Height from 5+ metres
- 111 degree beam angle
- IP65



### Tiger LED Tubes 18W, 1200mm

- 1600 -2000 lm
- Replaces 36W fluoro and ballast
- Active at one end
- Internally shorted for safety
- LED battens also available



### Tiger LED 60W Streetlight

- 110 lm/watt
- Batwing beam spread
- Sizes from 30W to 300W
- Stainless steel fascia
- IP67

