

Infinity goes national

With a strong focus on providing effective commercial and industrial lighting solutions, Tauranga-based Infinity Lighting has expanded its luminaire range and is now designing and supplying lighting for projects throughout New Zealand.

From its inception as a regional lighting distributor in 2000, Infinity Lighting has evolved into a nationwide lighting supplier where much of its growth has been driven by satisfied consultants and customers wanting Infinity to re-design and upgrade lighting at their other facilities, says commercial director Clark Nemeth.

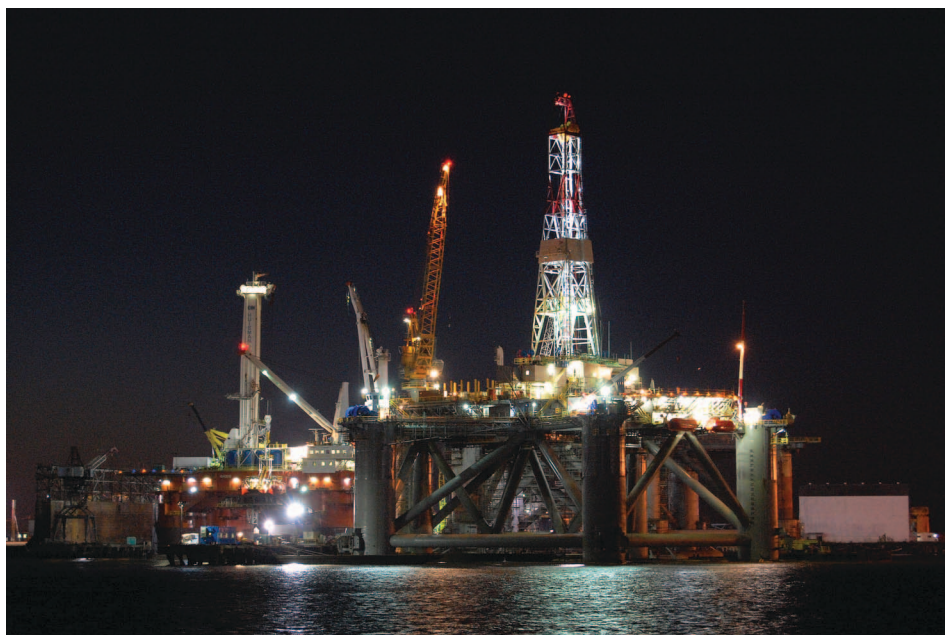
"We have a lot to offer clients from not just our ranges of specialised lighting but also the experience we bring to every project to ensure you get the right solution."

Nemeth's primary focus is on commercial lighting and fellow director Phil Fuller drives Infinity's industrial offer. Both directors are now welcoming their company's relocation into larger premises in Mount Maunganui from where they continue to represent architectural lighting company Targetti and emergency lighting supplier Famco Lighting in the Waikato and Bay of Plenty areas.

Infinity's own products and exclusive agencies are being promoted from the new national office as well as by Infinity agents in Auckland, Wellington and Christchurch.



Clark Nemeth and Phil Fuller



Infinity Lighting provides long-lasting lighting solutions for industrial buildings and for hazardous areas

Industrial lighting

Industrial lighting, particularly in food processing industries, presents a unique set of demands and requires a high level of performance because the consequences of lighting failure can be a lot more expensive, says Fuller.

"High-performing luminaires with excellent reliability and longevity are the key. It can cost your company up to a thousand dollars just to change a lamp if you have to shut down a process and erect access equipment to get to it. That's why we went with induction fluorescent from the outset rather than going down the HID path.

"We found the best solutions in Everlast luminaires which have already been well proven in demanding US industrial installations.

Induction lighting has a very long life with lamps eventually depreciating by thirty percent but only as they approach 100,000 hours. Fuller says Everlast lamps come with

the added advantages of high-frequency, low-glare, full-spectrum lighting which lights up and restarts after a brown out, the instant it is turned on. This not only makes for low maintenance but also better, flicker-free visibility in the workplace, with improved visual acuity and comfort compared to standard fluorescents and metal halide.

Hazardous area lighting

With a strong focus on safety and compliance, Infinity Lighting also supplies hazardous and arduous area lighting.

"Clients demanded well-engineered hazardous area fittings so we became New Zealand agents for the German-manufactured Schuch range," says Fuller.

"Having been in business for over a hundred years Schuch is renowned for the quality of its extreme temperature, water and dustproof fittings as well as for its explosion-proof lighting. As a market leader, Schuch became the first company to gain

certification for hazardous area electronic fluorescent fittings. They also produce very robust under-verandah fittings which we market here with a variety of control gear options."

Industrial LED

While good visibility, low maintenance, long lasting lamps and corrosion-free fittings are paramount in industrial applications, energy-efficiency can also make a contribution. Induction lighting is an efficient light source and in some circumstances is still more suitable than LED. As a light source, the greater surface area will lower glare, which is still a potential hazard with LED, but LED has now surpassed induction in terms of raw lumens/watt performance.

"Our focus is always on the most effective lighting solution for each site and now that LED is reaching competitive performance levels in certain areas we have introduced Dialight industrial LED luminaires from the UK where clients are looking for an alternative," says Fuller.



Infinity Lighting offers multiple ranges of commercial and amenity lights such as the Securlite LED sensor-driven bulkhead



With 100,000 hour life Everlast induction high-bays were chosen by Fonterra for its new Darfield Stage 2 dry store

"Some Dialight products fit well with our other hazardous area offerings by providing a low-power option. Dialight also manufactures a range of industrial LED bulkheads, streetlights and high-bay fittings, and supplies most of its LED products with a ten-year warranty."

Commercial lighting

Having the industrial and commercial arms of the business together in the new Infinity Lighting premises will result in even better response to client requirements, says Clark Nemeth.

"If you work in an industrial plant and you also need commercial lighting for non-plant areas, we can help with standard solutions and even design something special if needed.

"We had a client who wanted to reticulate other services on the solid passageway ceilings he wanted lit. The solution was to add another channel to the rear of the Targetti Multitask Linear surface-mount, continuous-run, fluorescent system to carry the extra cabling. As Targetti makes this system in New Zealand it was no trouble for them. It was a straightforward and tidy solution to what the client perceived as a tricky problem.

Infinity has also added ranges of high-quality commercial lighting for its national offer. This includes the ASD range of energy-efficient indoor and outdoor luminaires from the UK, BSS LED commercial and light industrial LED products, and public area and LED sensor driven fittings from Securlite in France.

"For tough uncompromising areas we have added the Securlite range which is resistant to vandalism and suitable for use in high-abuse areas such as prisons and public amenity areas," says Nemeth.

Innovation

Infinity Lighting is now centring its offer on three key areas: commercial and industrial as well as a new centre focussing on LED.

"Traditional lamp technologies continue to serve clients exceptionally well and we are here to help consultants, engineers, end-users and

skilled electrical contractors with design support, product supply and very good lighting solutions using proven light sources.

"And for clients wanting to go with higher-performing LEDs as they come on stream, we are now providing LEDs from leading manufacturers for a variety of applications," says Nemeth.

"We have stepped into the international luminaire design arena by joining an international lighting suppliers' group developing LED products with the right balance of quality, performance and price for our markets. This means we will be introducing competitive fittings under our own brand with high lumen output and full photometric information."

Nemeth says as directors of Infinity lighting both he and Fuller offer not only the most appropriate product solutions for clients but also their career-long years of experience in the lighting industry.

"Our ability to provide on-going solutions to companies like New Zealand Oil Refinery and Fonterra is available for any industrial or commercial project and is accessible nationwide via the new Infinity Lighting Mount Maunganui head office, David Taylor in Auckland, Sun Illumination in Wellington and Energy Light in Christchurch." ■

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