

**PROJECT: 'TANISHQ' SHOWROOM, NAGPUR
JEWELLERY SHOWCASE LIGHTING WITH
BINAY POWERLED BARS**

The picture below is of a lighting project (Tanishq showroom in Nagpur), where some of the lighting has been done with BINAY PowerLED Bars.

As can be seen from the picture of the shelves, the ones that are brightly lit are with BINAY LEDs, whereas those that are poorly glowing are CFLs (which do not bring out the beauty of the jewellery as well as the LEDs).



In jewellery lighting, various factors are to be noted:

- 1) BINAY has supplied white light LEDs for diamond jewellery, in order to enhance the sparkle of the diamonds
- 2) For illuminating gold jewellery, BINAY recommends our warm white LED lights (so as to emphasize the brightness of the metal)
- 3) Furthermore, to make the jewellery shine out, the light should be more sharply focussed on the jewellery (making the surrounding area less brighter, so as to give greater contrast – such that the glow on the jewellery is further accentuated).



binay opto electronics private ltd.

44, Armenian Street, Calcutta 700 001, India
Telephone: (033) 22429082, 22102039, 22103807

Fax: 91-33-22421493

www.binayLED.com

email: info@binayLED.com, binay@vsnl.com