



Fast Facts

- **Customer:**
Cadbury World
- **Location:**
Bournville, Birmingham
- **Products used**
22 x Kosnic 36W Lumi LED Panel Lights
54 x Kosnic 23W 8" Lumi LED downlights
150 x Kosnic 4.5W LED Powerspot GU10

The Project:

The Cadbury World Experience invites young and old alike to uncover a world of chocolate delights. The visitor attraction has grown in size and popularity since it opened in 1990. As part of delivering the best possible visitor experience for guests, Cadbury has been implementing a staged lighting refurbishment throughout the attraction, using the latest in Kosnic LED lighting.



The Brief

Tim Gimbert, Operations Manager at Cadbury World, explains why the move to LED lighting was undertaken: "We are always looking at ways to make the visitor experience even better and we decided to instigate a lighting refurbishment programme to ensure that the lighting was the best it could be for many years to come and to reduce re-lamping maintenance in high traffic flow areas. As well as being every bit as good as the more traditional light sources, the new Kosnic LED lighting is delivering in terms of cost and environmental benefits as well."

The Solution:

As an attraction that is open over 7 days a week, 11 months of the year, with only a short period of closure in January, maintenance was a key issue for the facilities management team. LED lighting was attractive as it not only brings significant cost and environmental benefits to the attraction, but is very easy to maintain once fitted, thanks to long lamp life. Jon Blackwell, Sales Director at CEL Electrical, worked alongside Tim Gimbert and his team to source the best LED solution for the attraction. Following the preparation of cost calculations and designs for the kitchen, shop and part of the main attraction area, Kosnic's LED lighting was chosen for use throughout. The 22 original 4x18W modular fluorescent fittings in the kitchen of the Cadbury's Café were replaced with 22 Kosnic's 36W Lumi LED Panel Lights.

In the 'World's Biggest Cadbury Shop' the 54 x 2x26W PL lighting fixtures were replaced with 54 x Kosnic 23W 8" Lumi LED downlights. With an 80° beam angle and excellent colour rendering, these new downlights ensure that the Cadbury goodies are now seen in the best possible light. Finally, in the attraction itself, the 150 x 50W GU10 halogens used to light the waiting area for the popular Cadabra ride were replaced with new track lighting and 150 x Kosnic 4.5W LED Powerspot GU10's.



The Result:

To date, the move from traditional light sources to LEDs is in total saving the Cadbury's World Experience £6,093 of electricity per year*, with a combined payback period of five months. *Tim Gimbert concludes: "With the Kosnic GU10 Powerspot lamps part of an ongoing rollout of LED lighting throughout the attraction, the energy and cost savings achieved to date are only set to become even bigger and better over the coming years."*