

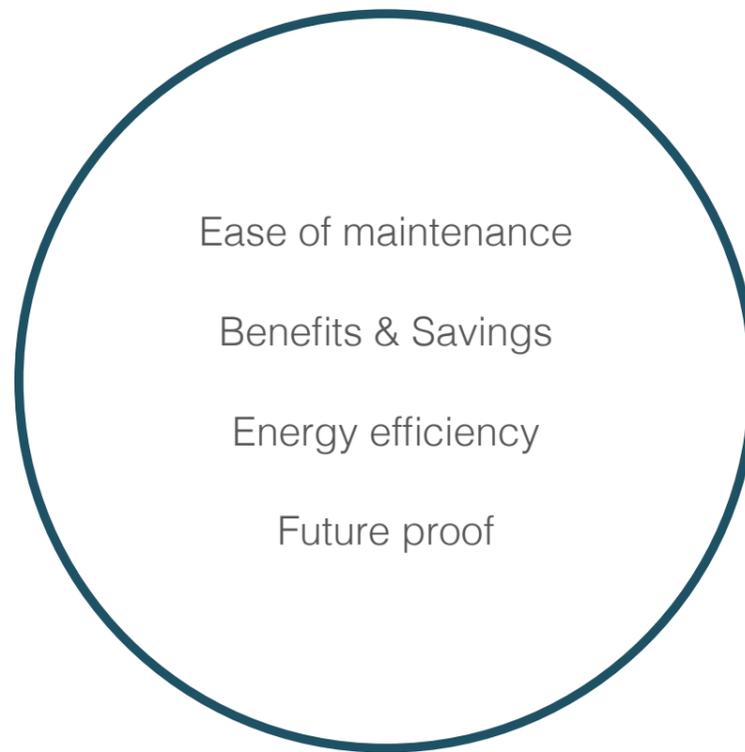
BEKA Schröder

Highmast Campaign

Masters of highmast lighting

BEKA Schröder is raising the standards in urban safety, industrial productivity and sporting entertainment through energy-efficient lighting.

Key Messages



Audience

Internal

New employees who
may not know what
BEKA Schröder does.

The rest of the staff who
may have forgotten.

External

Government Entities,
Municipalities,
Electrical Contractors,
Consulting Engineers,
Developers.

Adverts



THE CENTRE OF COMMUNITY SAFETY

Faced with escalating energy costs, it's little wonder local municipalities are searching for more energy-efficient ways of lighting up their communities. The good news is that major advances in LED technology have made it possible for municipalities to offer their communities both comfort and safety at a running cost of 70% less than conventional floodlight luminaires. The OMNistar from BEKA Schröder provides an unrivaled combination of performance and flexibility for lighting areas where high lumen packages are needed. But the best part is the radical savings in energy and maintenance costs which add up to a short payback time. It's crime-fighting through lighting and simply the most cost-effective way to make our suburbs and streets safe again.

FOR MORE INFORMATION:



A LIGHTER FOOTPRINT FOR ANGLO AMERICAN

When Anglo American, one of the world's largest mining companies, needed a more energy-efficient lighting solution for their coal dragline excavator in eMalahleni, South Africa, they called BEKA Schröder. With considerable advantages over traditional HIC lighting, an LED solution was an obvious choice.

BEKA Schröder replaced the existing 1000W high-pressure sodium floodlights with OMNistar 322W high-power LED floodlights. The luminaires were housed in high-pressure die-cast aluminium to ensure their long lasting performance, even when exposed to extremely harsh environments, typical of a mine.

The solution easily met the required lighting levels despite a much lower wattage, and continues to generate significant energy and cost savings for the plant. By upgrading to an energy-efficient solution Anglo American was able to reduce their environmental footprint while ensuring the site is always suitably lit and secure.

FOR MORE INFORMATION:



Internal Comms



RAISING THE BAR WITH OMNISTAR, the world's most energy-efficient floodlight luminaire

Taking LED innovation to new heights, the OMNistar is a real alternative to HID luminaires for large area lighting applications. With this exciting LED floodlight, we are raising energy-efficiency standards in toll roads and interchange highmast lighting while offering a minimum total cost of ownership.

Over the next couple of weeks we will be running a marketing campaign, online and through social and print media, that highlights some incredible stories from around the world about how this highmast lighting innovation is reducing the environmental impact of man's heaviest duty activities on the roads and at ports, airports, city centres and stadiums.

Look out for the campaign and do your bit to understand the benefits of the OMNistar range so that you can confidently update your clients about the potential of this brilliant product.

To find out more, please visit www.beka-schreder.co.za.

Yours in saving the planet... one floodlight at a time.

   @BEKASchreder
#Highmast www.beka-schreder.co.za



MASTERS OF HIGHMAST LIGHTING With OMNistar, the world's most energy-efficient floodlight luminaire

This quarter, we're focusing on the OMNistar floodlight luminaire. You may have started to see a campaign running online and in the social and print media highlighting the benefits of this exciting product. Make the most of the exposure to talk to your clients about what makes this such an important innovation.

Here are some things to remember:

With smart on-site photometric adjustment, the OMNistar guarantees the perfect lighting to ensure safety and comfort in any outdoor environment, with all the added advantages of an LED solution: low energy consumption, improved visibility with white light, limited maintenance and a longer life.

Other benefits include:

- Easy installation
- No lamp or component replacements for more than 10 years
- Designed for easy technology upgrade (FutureProof)
- Marinegrade, high-pressure die-cast aluminium housing
- Energy savings of up to 70%
- A useful lifetime of 100 000 hours, at a lumen depreciation of not more than 30% (L70).

The advantages and uses of the OMNistar are just beginning to be explored locally. That's why we think it's something to really get excited about as we do our bit to move our own region into a smart, energy-efficient future.

To find out more, please visit www.beka-schreder.co.za.

Yours in saving the planet... one floodlight at a time.

   @BEKASchreder
#Highmast www.beka-schreder.co.za



External Comms



RAISING THE BAR WITH OMNISTAR, the world's most energy-efficient floodlight luminaire

Taking LED innovation to new heights, the OMNistar is a real alternative to HID luminaires for high-power industrial and urban applications.

With smart on-site photometric adjustment, the OMNistar guarantees the perfect lighting to ensure safety and comfort in any outdoor environment, with all the added advantages of an LED solution: low energy consumption, improved visibility with white light, limited maintenance and a longer life.

Other benefits include:

- Easy installation
- No lamp or component replacements for more than 10 years
- Designed for easy technology upgrade (FutureProof)
- Marine grade, high-pressure die-cast aluminium housing
- Energy savings of up to 70%
- A useful lifetime of 100 000 hours, at a lumen depreciation of not more than 30% (L70).

The advantages and uses of the OMNistar are becoming increasingly apparent locally, and in the coming weeks we look forward to sharing some great stories of how this product is helping to move our own region into a smart, energy-efficient future.

To find out more about the OMNistar range of high bay luminaires for urban and industrial applications, please visit www.beka-schreder.co.za.

Yours in saving the planet... one floodlight at a time.




 @BEKASchreder
 #Highmast www.beka-schreder.co.za



LIGHT TIME IN TZANEEN

Faced with rising energy costs, the Department of Energy, in conjunction with the Greater Tzaneen Municipality decided to replace the floodlights on their highmasts with more energy-efficient ones.

The challenge was to meet the current lighting levels with the existing mast spacing while reducing energy consumption. Fortunately for Tzaneen, the timing was just right to explore major advances in LED technology. Innovations such as the OMNistar luminaire have made it possible for municipalities to offer their communities both comfort and safety at a running cost of 70 % less than conventional floodlight luminaires.

BEKA Schréder proposed 6 OMNistar LED floodlights (470W) per mast, which reduced the power consumption from 6.45kW to 2.82kW an energy saving of 3.63kW per mast. These energy savings combined with the reduction in maintenance costs means that thanks to our OMNistar LED floodlights, Tzaneen Municipality can now light up the community for a lot less.

To find out more about the OMNistar range of high bay luminaires for urban and industrial applications, please visit www.beka-schreder.co.za.

Yours in saving the planet... one floodlight at a time.




 @BEKASchreder
 #Highmast www.beka-schreder.co.za



External Comms



THE HEIGHT OF PRODUCTIVITY AT PORTUGAL'S PORTS

Managing all the fishing ports in Portugal is a company called Docapesca. As part of its initiatives to invest in social responsibility and provide innovative infrastructure, Docapesca decided to replace the lighting schemes for their ports with smarter lighting that had to guarantee a safe and comfortable environment while reducing energy and maintenance costs.

Thanks to an intelligent solution integrating high-performing LED luminaires fitted with the Owllet remote management system, BEKA Schröder won the contract. The luminaires we installed now issue a bright white light for perfect visibility during the dark evenings and can be dimmed during the night to reduce energy consumption even further while ensuring a secure environment.

In total, energy savings of 60% were achieved and the new lighting has improved safety in Portugal's busiest ports while reducing their environmental footprint.

To find out more about the OMNIstar range of high bay luminaires for road and urban applications, please visit www.beka-schreder.co.za.

Yours in saving the planet... one floodlight at a time.




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 #Highmast www.beka-schreder.co.za



WELCOMING YOU TO AFRICA'S SMARTEST CITY

When visitors touch down in Durban, it is our lighting solutions that give them the first hint that this is one smart city. Indeed, one of our greatest accomplishments in recent years has to be the exterior lighting at the revamped King Shaka International Airport in Durban.

Since it opened on the 1 May 2010 King Shaka Airport has shone as an icon of South African engineering and logistic capabilities, with our lighting solutions playing no small role in highlighting the sophistication of the city's gateway to the world.

The overall contract value, at over 20 Million Rand, was one of the largest contracts ever executed by our company, and we are happy to declare that we efficiently met the stringent quality and performance requirements of the project with our comprehensive range of exterior luminaires. Since environmental considerations were mandatory on this project, our solutions were selected to minimise the effect of light pollution, while reducing energy consumption considerably.

For more information on our next generation lighting solutions for industrial and urban applications, please visit www.beka-schreder.co.za.

Yours in saving the planet... one floodlight at a time.




 @BEKASchreder
 #Highmast www.beka-schreder.co.za



LinkedIn Posts



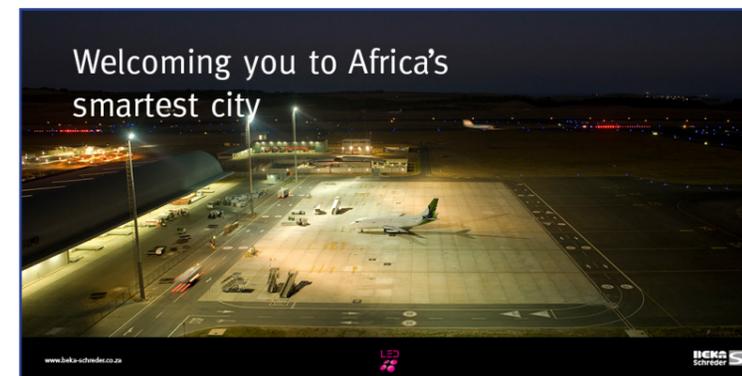
LinkedIn post 1
Find out how we helped Anglo American's coal plant in eMalahleni become more energy efficient. <http://bit.ly/2b8D5Pz>



LinkedIn post 3
Sporting is one arena in which BEKA Schréder really shines. At the 2016 Olympic Games, we played a big role in the lighting solutions to guide people in complete safety and comfort through the key landmarks of Rio de Janeiro! Learn more here. <http://bit.ly/2aY4SCG>



LinkedIn post 2
Find out what happened when Tzaneen Municipality replaced their existing floodlights with more energy efficient ones. <http://bit.ly/2baIMdl>



LinkedIn post 4
When visitors touch down at King Shaka Airport, it's our lighting solutions that give them the first hint that this is one smart city. Learn more here <http://bit.ly/2bnTo8f>

LinkedIn Posts



LinkedIn Post 5
Meet the Owllet IoT - The user-friendly luminaire remote management system that's enabling cities to enter the era of IoT <http://bit.ly/2aXxlSI>



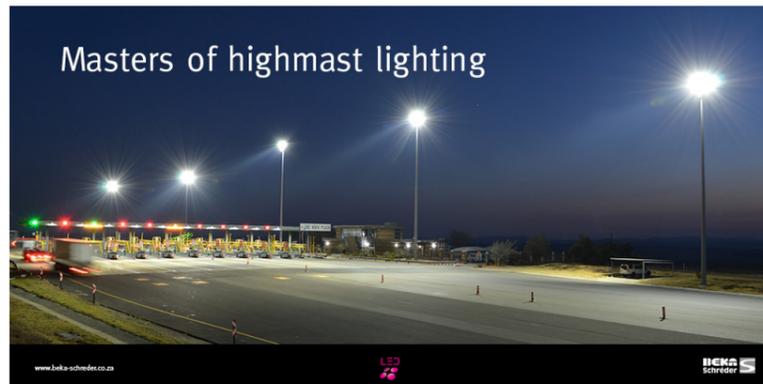
LinkedIn post 6
Working double time for half the energy, our OMNIstar LED solution is keeping residents in Buffalo City in the Eastern Cape comfortable and safe. <http://bit.ly/2aTKuzH>

Twitter Posts

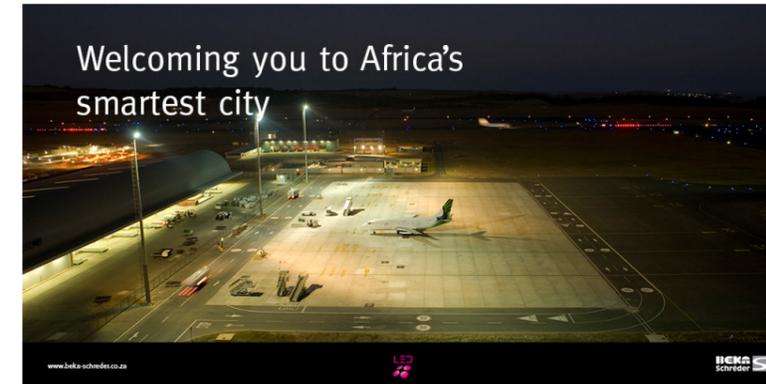


Tweet 1
The #OMNIstar sets a new benchmark in urban #highmast lighting. Find out more: <http://bit.ly/2aTKuzH>

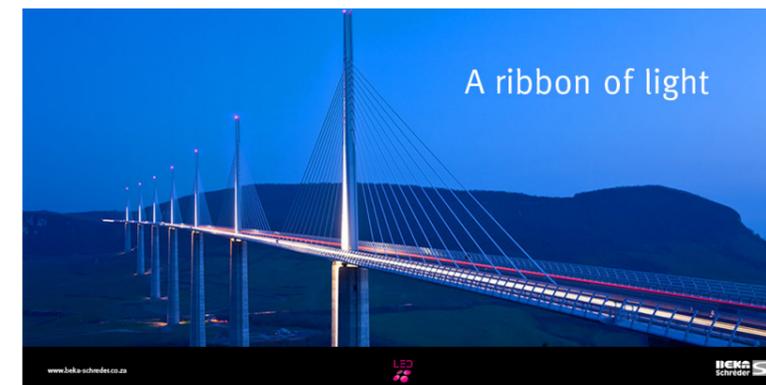
Tweet 2 (no image)
Thanks to our #OMNIstar LED floodlights, Tzaneen Municipality now lights up the community for less. <http://bit.ly/2baIMdl> #Highmast



Tweet 3
We're raising standards in urban safety and industrial productivity through energy-efficient lighting #Highmast



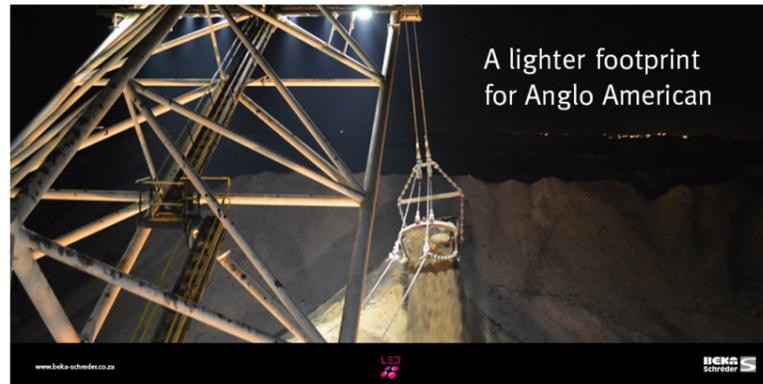
Tweet 4
At King Shaka Airport, our lights ensure happy landings to Africa's smartest city. Find out more. <http://bit.ly/2bnTo8f>



Tweet 5
The spectacular effect created by our LED floodlights at the Millau Viaduct in France! #Highmast

Tweet 6 (no image)
The #OMNIstar works double time, with half the energy. <http://bit.ly/2baKWdo> #Highmast

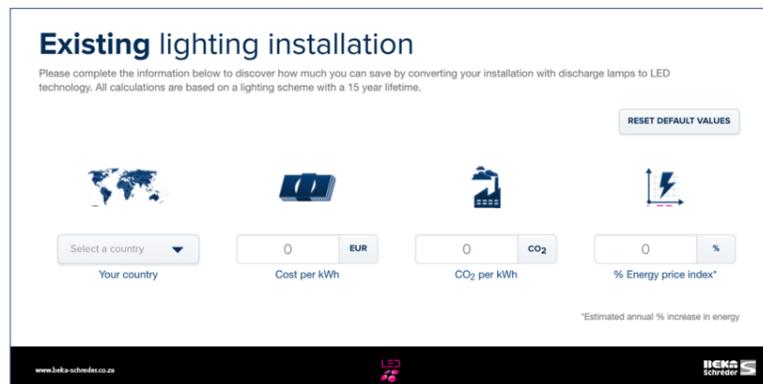
Twitter Posts



Tweet 7
Find out how we helped Anglo American's coal plant in eMalahleni become more energy efficient. <http://bit.ly/2anxCII> #Highmast



Tweet 9
Finally... A real alternative to HID luminaires for #highmast industrial applications! <http://bit.ly/2aqAuyx>



Tweet 8
Calculate the reduced cost savings & CO2 emissions our LED solutions can offer you! <http://bit.ly/2aWeqhu> #Highmast

Tweet 10 (no image)
70% more efficient than old-school lighting systems, the #OMNIstar is changing the game. <http://bit.ly/2aqAuyx> #Highmast



Tweet 11
Guiding people in complete safety and comfort through #RioDeJaneiro! <http://bit.ly/2aY4SCG> #Highmast

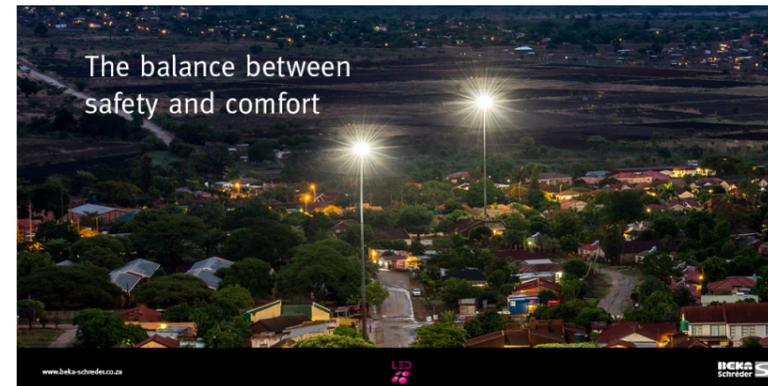
Twitter Posts



Tweet 12
That's why sports broadcasters speak to us first. <http://bit.ly/2btPsY6> #Highmast

Tweet 13 (no image)
The LED CONTROLLED BY NATURE solution = constant light and maximum energy savings: <http://bit.ly/2alxPBt> #Highmast

Tweet 14 (no image)
The user-friendly luminaire remote management system that's enabling cities to enter the era of IoT. <http://bit.ly/2aXxISl> #Highmast



Tweet 15
#OMNIstar is a top LED solution for high-power industrial and urban applications <http://bit.ly/2aqAuyx> #Highmast

Tweets 16 (no image)
At Nigeria's airports, our lights shine the way for happy landings. Find out more. <http://bit.ly/2bxpcxd> #Highmast

Tweet 17 (no image)
Taking LED to new heights, #OMNIstar is ideal for high-power industrial and urban applications. <http://bit.ly/2baKWdo> #Highmast

Social banners



Email banner



Linkedin banner



Website banner

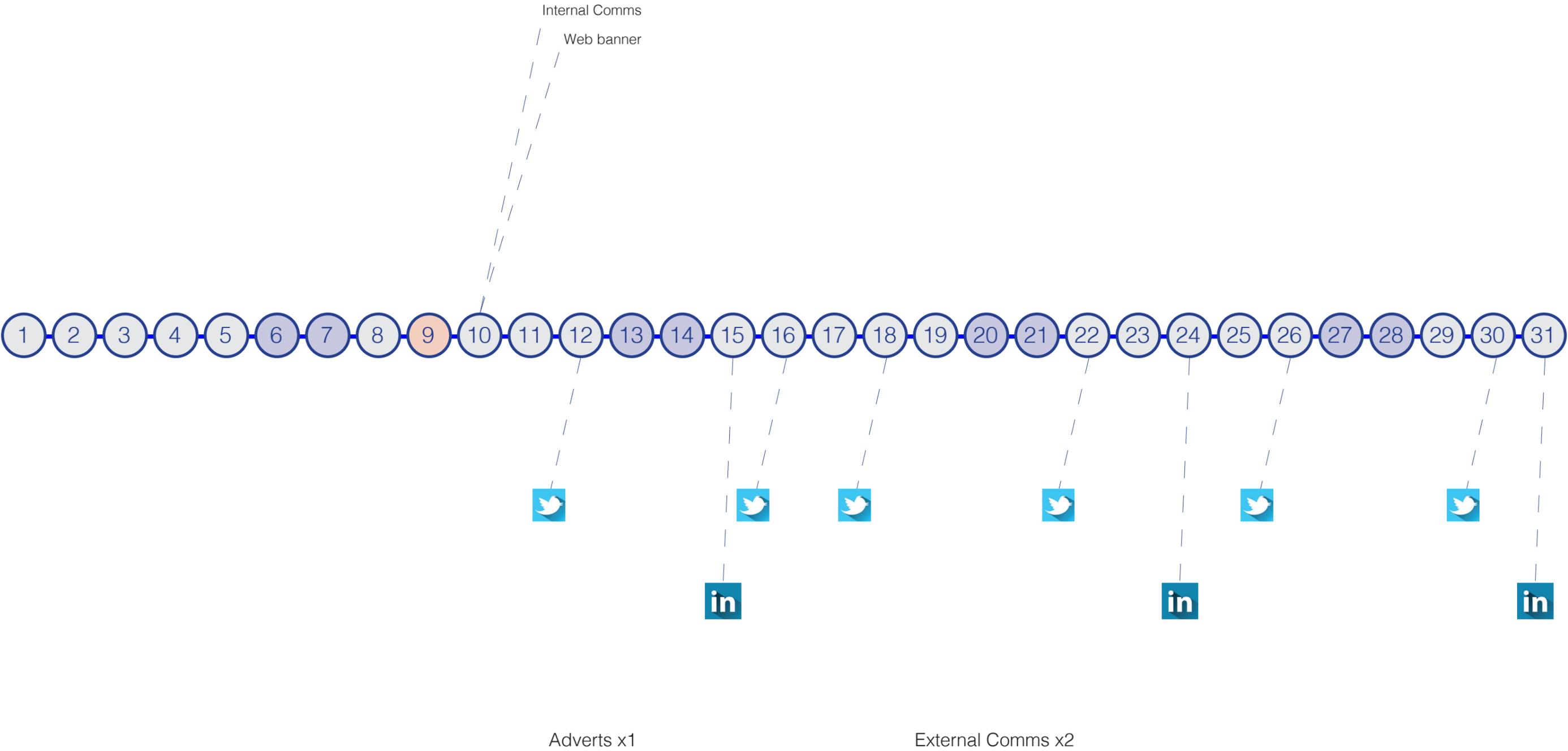


Youtube banner



Twitter banner

Timeline - Aug 2016



Timeline - Sep 2016

