

# Better service from Gartner Superlux

Electrical contractors and wholesalers are now benefitting from Gartner Superlux's business renewal plan designed to ensure better service in support of their lighting products.

For the past year the company has been expanding its premises, replacing retiring staff and making significant changes to its management and the way it does business. All this while continuing to introduce new ranges of residential and light-commercial light fittings.

New general manager Frazer Skinner says Gartner Superlux now offers electricians an unmatched lighting service in the manufacture and supply of fittings that the company has designed for New Zealand conditions or adapted to local applications.

"We are now set up to support every electrical contractor who wants to provide lighting that will perform well and last the distance. Gartner Superlux products are designed for reliability and provide an effective antidote for the problems caused by short-life-cycle imitations that default to warranty replacement when dissatisfied customers have to be appeased.

"We have taken the opposite approach and design our fittings to last beyond the expectation of home owners and we back our products 110 percent. We have so few warranty claims because the design and build quality is not an issue, but sometimes the



**The Gartner Superlux team now supplies over 2000 lighting products from its expanded production and distribution centre**

installations they go into can be problematic and this is where our local manufacture provides a real advantage to electricians."

Skinner says the Gartner Superlux approach to backing its products offers more than a short-term warranty. The company now guarantees its lighting products throughout their service life with no time limit, dependent on the installation, environment and usage.

"If a residential fitting will not last over 10 years, we will not supply it."

Skinner says Gartner Superlux as an engineering-based company has succeeded through its ability to continually improve light fittings by solving the challenges electricians face in the field.

"We like to hear from motivated electricians so we can help solve any installation issues with useful advice or by redesign. We have also increased our support for electrical wholesalers at the same time with a reworked returns process should that be required."

He says because Gartner Superlux has historically focussed on manufacturing, customers have received excellent product but sometimes at the expense of service levels.

"Over the last 12 months we have turned that around and have put processes in place to excel at both."

## Future advantage

As the domestic LED market has developed over recent years, homeowners visiting Gartner Superlux's Alpha Lighting Auckland showroom in Carlton Gore Road have provided the local manufacturer with insight into the type of lighting they are looking for.

"We provide the showroom for contractors and architects to send their customers to so we can help them select the best products for each application. But we also use this engagement to advance our luminaire designs based on real market trends and need."

He says homeowners are looking for quality and affordable lighting that will last and not require fitting replacement to maintain its performance.

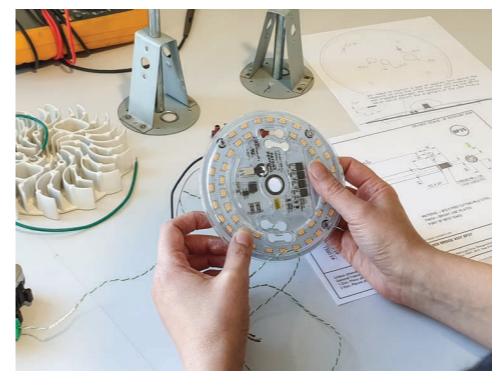
"Our response to this is to get ahead of the European drive to create standards that lengthen the life of luminaires through the standardisation of replaceable drivers and lamps.

"Superlux now offers a growing range of fittings designed to accommodate replaceable lamps and we also supply quality-tested lamps that allow users to change wattage, colour temperature and beam angle without having to replace the fitting."

He says that while residential lighting can have a good life with integrated LED, the technology has moved so quickly that it can cause real issues where there are multiple fixtures lighting a room. If a component fails, even a fitting only a few years old can be nearly impossible to match. Often it requires all fittings to be replaced to maintain the look. Fittings designed for replaceable lamps and drivers can solve this.

"Another easy-to-solve problem is to avoid manufacturers who offer a complex mix of parallel- and series-supplied fittings because the external supply to multiple fixtures is better served with normal parallel power supplies. LED power usage is so low now, large cable sizes are not required to avoid voltage drop, and parallel supply makes the lighting more reliable in the event of one fixture failing. Any fault is also quicker to find."

Skinner says replaceable LED lamp fixtures can last 30 years, similar to legacy fittings, and the decorative appeal of many



**Gartner Superlux develops luminaires in-house for longer lasting performance**



**Gartner Superlux residential and light commercial fittings can be seen in the Alpha Lighting Auckland showroom and on-line**

residential fixtures today is in the lighting effects LED lamps and the latest controls can produce.

"We recommend buying or specifying our good quality integrated fittings that will last, or select from our range of replaceable lamp fittings where customers can easily upgrade their lighting in the future with simple lamp changes."

## Changes

Over the past year, Skinner has focussed on improving Gartner Superlux's internal systems, communications, website, support staff and services. This has enabled the company's director and principal luminaire design engineer, John Heimgartner, to focus more on product development.

Today, this is more a combination of local manufacture and imported luminaires where products used to extend the Gartner Superlux ranges are modified at Superlux's request to better suit the New Zealand market.

Frazer Skinner says the engineering knowledge of the Superlux design team is widely respected with overseas producers seeking John Heimgartner's advice on product design and improvement on not just the products selected for distribution by Gartner Superlux.

"The insights we have gained over 60 years of manufacturing are sought after by our European and Asian suppliers. They value our assessments of their designs before they proceed to manufacture."

Skinner says this engagement keeps Gartner Superlux at the forefront of in-

novation which can pass through to electrical contractors in the form of better product options for their customers where market support by wholesalers is maintained.

Significant investment by Gartner Superlux has also gone into the company's production facility in Mangere, Auckland.

"Our entire business has changed. We have relocated our metal manufacturing plant to a stand-alone operation on another site and in its place we have installed 10-metre-high bulk storage racks with an extra 500 pallet spaces for materials and stock.

"This gives home and building owners a greater surety of supply when they extend their existing premises and want to use the same fittings. We have also built new office and despatch facilities."

## Ask for it

The biggest challenge facing a Kiwi lighting manufacturer, says Skinner, is that the market will not accept a shoddy approach from a local company as they do with price-driven commodity imports.

"This is an advantage because, while we remain price-competitive, the higher level of accountability allows us to stay focussed on producing product that electricians can be proud of, and this helps build a contractor's business with better quality products and service to customers.

"But if you want the advantages Superlux lighting and our huge range can offer your customers, you have to ask your wholesaler for it or call us to recommend a local outlet.

"We continually update our on-line product information and have further enhanced our capability. Our new website allows you to search our 2000+ products by key attribute regardless of the screen size of your chosen device. Of course, our latest printed catalogues are available on request." ■

For further information:  
**Gartner Superlux**  
 Phone: 09 636 6092  
 Email: sales@superlux.co.nz  
 Web: www.superlux.co.nz



**Frazer Skinner**