



More than just aesthetics

Big changes for Aesthetics Lighting have been underway for most of last year with new ranges coming on-stream that will boost Aesthetics into a full service lighting operation.

Not only will Aesthetics continue to promote its existing ranges of architectural lighting but will also supply additional architectural ranges as well as many other brands designed to light all residential, commercial and light industrial applications.

Now as an integral part of a transTasman lighting company, Aesthetics is no longer just focussed on form lighting for the front-of-house, says general manager for sales Mike McGee, but is now catering for all the lighting required throughout and surrounding the building.

“From architectural form lighting with wow-factor to energy-efficient commercial options, along with task, security, area and emergency lighting, Aesthetics Lighting can now offer specifiers a complete end-to-end



Gerard Lighting factory team leader, Steve Wooler, and Blade product manager, Robin Campbell, take care of another customised Blade solution at Gerard Lighting's Porirua plant

lighting solution and back it with a proven service commitment and solid industry experience.”

Aesthetics' expanded offer is being driven by its new owner Gerard Lighting (NZ) Ltd which brings the Sylvania, Crompton and Pierlite brands to market.

Gerard Lighting executive general manager Neil Walker says Aesthetics' integration and key role in Gerard Lighting is significant for architects and specifiers because of the increased access to the broadest range of quality lighting solutions available in Australasia through a single supplier.

“In terms of the service offered by Aesthetics Lighting for the last 22 years, it's very much business as usual except we're now able to provide you with a much greater product range to meet your project's entire lighting specification.”

A world of choice

Many of the new ranges are firmly imbedded in the electrical industry and underpin the bulk of Gerard Lighting's Australasian turnover.

All these ranges are now offered by the Aesthetics team who are also now opening up a new channel to the electrical industry – the wholesale networks and their contractor customers.

Walker says the company recognises a growing number of design and build projects are coming under increasing budgetary constraints that can be better met through a choice of lighting solutions.

“We understand pricing pressures and how they impact on your business and we're now able to offer a large range of affordable alternatives that will meet your specification without compromising on



Micro Blade fixtures from Aesthetics Lighting were put to good effect in the new IAG building

quality or performance.”

He says Aesthetics has a direct line to Gerard Lighting's technical expertise and resources and a firm commitment from Australia that this resource is on-call to assist with any aspect of project design and planning.

This, says Walker, is just as applicable to the electrical industry as it is to lighting designers.

Responding to market demand

As the head of sales for Gerard Lighting, Mike McGee, says the change in company structure reinforces Aesthetics focus and ability to meet the most demanding lighting specification.

“The day-to-day function of Aesthetics Lighting has not changed. But while we traditionally been about form lighting, now we’re about form and function with New Zealand’s largest range of solutions for both front and back of house applications and price ranges to match.”

McGee says Aesthetics has ramped up its service commitment with dedicated business development managers based in Auckland, Wellington and Christchurch supported by experienced lighting professionals working with specifiers across the architectural and commercial sectors.

He says as an umbrella brand for Gerard Lighting (NZ) Aesthetics Lighting will continue to be the first point of contact for advice or assistance with lighting projects.

“Through Aesthetics we’ll establish which of our specialist lighting teams is best placed to work with you and the agency lines that will meet your specific lighting requirements within your budget.”

McGee says Aesthetics now has a complete energy-efficient lighting portfolio across a range of lighting technologies that comply with ‘Green Star’ lighting specifications for new build projects.

“Energy-efficient lighting is now mandated in public buildings and is increasingly specified in both high-end residential and commercial projects. We’ve responded with a great range of energy-efficient luminaires delivering performance, function and style.



While unique form lighting options such as this luminaire from Dark continue to be the hallmark of Aesthetic Lighting, new ranges from Pierlite, Sylvania and Crompton add a commercial edge

“And as market demand shifts, for example, with fewer hotels being built but more schools, the breadth of our ranges continue to cover the options.”

Aesthetic ranges

Aesthetics’ flagship lighting solutions for high-end residential and commercial projects centre around the Blade brand of energy-efficient fluorescents and the Delta Light range of fittings from Belgium.

Blade lighting solutions are manufactured in Wellington from extruded aluminium and are available in a variety of lengths and styles, each fitted with highly-reflective aluminium optics to maximise light output making Blade suitable for task lighting applications.

Available in anodised aluminium or powder coat finish, Blade utilise electronic ballast for energy-efficiency and can be specified with dimmable ballast making them compatible with presence and motion sensors.

McGee says Blade offers designers a true custom-made lighting solution that lends itself to front of house applications where energy-efficiency and performance are not compromised by style.

“Because we manufacture Blade in our own Wellington factory to your specifications with a three-week turn-around, Blade is the designers’ ultimate solution for achieving unique yet effective lighting designs.”

The complimentary Delta Light range is another high-end residential/commercial solution that offers a greater range of luminaire and lamp options from energy-efficient T5 linear fluorescents to halogen and compact fluorescent up and down lighting.

Where lighting form with wow-factor is required Aesthetics range of Dark fittings from Europe provide designers with a pallet of alternative luminaire options ideal for expressing designers’ artistic flair.

Specifiers and designers looking to create a similar form lighting outcome at less cost will find a large selection of designer luminaires within the Ism range manufactured in Australia.



Now backed by Gerard Lighting, Aesthetics offers a greater range of brands and product options

Ism fittings, says McGee, are all about fun and creativity and are widely used in the commercial, hospitality and retail sectors to create effective yet individual lighting outcomes.

Where quality task and gallery lighting is required Aesthetics recommends and supplies a full range of Concord linear fluorescent, compact fluorescent and incandescent luminaires with excellent colour rendering making them ideal for high-end retail displays and showrooms.

“This is just a taste of our designer lighting portfolio. For general residential and commercial lighting applications we carry a huge range of solutions from Crompton, Pierlite and Sylvania as well as a wide selection of spatial, street and emergency lighting for most applications.

“Whatever your lighting needs, budget or design criteria we have the range and experience to help you deliver an effective quality lighting outcome that will excite and exceed your clients’ expectations.” ■

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