

www.rarebasic.com

"Our new LED lighting surpasses all my expectations while their powerful bright light defines the colours of our clothing perfectly even in natural sunlight"

Mark Stevens, Head of Creative @ Debenhams

"AVR/Rare Basics worked really hard with us to achieve exactly the right level and colour of light with their new LED lighting fixtures, which we are rolling out to all our new store windows. We can really focus the lighting on to the displays, and as the fittings don't get hot they are easy to use and reposition."

Paul Wilkins, Creative VM Manager @ The White Company

DEBENHAMS

SELFRIDGES & CO

THE WHITE COMPANY
LONDON

GAP

TOPSHOP

George.

Chopard

Rare Basic Ltd
Interiors House
Lynton Road
London
N8 8SL

Contact: +44 (0)20 8348 9888

Email: info@rarebasic.co.uk

Website: www.rarebasic.com

Proven LED Lighting
Clearly intense. Ultra efficient.



AVR RARE BASIC

"Our customers had a need for quality LED lighting and by working closely with AVR we delivered the perfect solution"

Gay Briggs, MD @ Rare Basic

London based Rare Basic has partnered with LED lighting manufacturer AVR to offer retailers around the world a more energy-efficient lighting solution 'Our objectives are clear says Gay Briggs, managing director of Rare Basic. 'We aim to dominate the retail LED lighting market. In today's climate, products need to be durable, environmentally friendly and cost effective. We are confident we can offer the market what they need in these challenging and yet exciting times.'

AVR RARE BASIC

- Over 20 years experience in lighting
- Pioneers of revolutionary LED lighting products
- Recognized in retail for the highest powered LED track lights
- UK manufactured for superior quality



Please visit our extensive showroom where the full range of lamps are in situ:

Telephone: +44 (0)20 8348 9888

Showroom: Rare Basic Ltd, Interiors House, Lynton Road
London, N8 8SL

57.6W LED Track Light

Rare Basic Product Code: RB4080



CDM150 Replacement

- Powerful pure white light that defines product in high definition.

"Its very simple..these lights have delivered exactly what I have been wanting to do for years"

Tim Whitmore, Visual Director @ TOPSHOP



TOPSHOP - Knightsbridge London.

28.8W LED Track Light

Rare Basic Product Code: RB2040



CDM70 REPLACEMENT

- Bring your displays to life with bright & beautiful LED illumination.



TOPSHOP - Knightsbridge London.

28.8W Bespoke LED Track Light

Rare Basic Product Code: RB2040B



CDM70 REPLACEMENT

- Signature design for inspired look. Discuss your ideas with us today.



AVR Rare Basic celebrates 21 years in business with the introduction of four brand new high tech solid state LED placement machines. The growing need for revolutionary LED systems is important. This is why architects & specifiers world wide trust in AVR Rare Basic.

14.4W LED Track Light

Rare Basic Product Code: RB1020



100W HALOGEN REPLACEMENT

- No lamp replacement or recurring maintenance for 7-10 years.

“One of the prerequisites for using this lighting was the energy consumption and longer life of the bulbs, as there is nothing worse than a few window lights off in your flagship taking weeks to be replaced!”

Nicola Rees, European VM Manager @ GAP Inc



GAP - Oxford Street London.

14.4W Magnetic LED Track Light

Rare Basic Product Code: RB1020M



100W HALOGEN REPLACEMENT

- Patented MagnIQ system for complete LED display durability.



House of Fraser - Oxford Street London.

14.4W LED Tiltable

Rare Basic Product Code: RB1020 RT



AR111 HALOGEN REPLACEMENT

- Stylish design, cool operation & easy to manoeuvre when illuminated.



"Being nominated for TOPSHOP, Oxford Circus, London as a finalist for RetailWeek added further credibility and solidified AVR Rare Basic as pioneers of LED"

Steve Watts, MD @ AVR Lighting

RetailWeek
INTERIORS
AWARDS 2010
FINALIST

14.4W LED Downlight

Rare Basic Product Code: RB1020 RD



AR111 ANTI GLARE DOWNLIGHT

- Anti glare LED downlight for general illumination.



General illumination at 4000K white with 40 degree optics.

4.8W LED Track Light

Rare Basic Product Code: RB340



50W HALOGEN REPLACEMENT

- Meet your carbon reduction commitment with ease.



Chopard - Selfridges London

4.8W Magnetic LED Track

Rare Basic Product Code: RB340M



50W HALOGEN REPLACEMENT

- 5 years + service life with a 3 year UK manufacturers warranty.

“AVR Rare Basic have worked hard to ensure the lights punch through in our large supermarket environment. Not only is the department bright, the LED lights have a long lifespan and are up to 80% cheaper to run than our standard spotlights”.

Carl Smallshaw, Store Design Manager @ George Clothing



ASDA George - Langley Mill Derbyshire

4.8W LED Downlight

Rare Basic Product Code: RB340 R



MR16 HALOGEN REPLACEMENT

- Warm, Soft or Neutral colour tones that enhance your environment.



Powerful LED products perfect for general illumination.