



StyliD CrispWhite – Experience intense whites and rich colors

StyliD CrispWhite

Retailers are increasingly having to contend with rising energy prices. At the same time, they need to retain high-quality lighting to catch the customer's eye, as well as flexibility in architectural integration. Fashion retailers generally want superior light sources that illuminate fabrics in the truest way possible, making colors appear rich and intense while keeping whites bright. A warm color temperature is often preferred, as it keeps colors true and saturated. Until now, a drawback of LED has been that whites can appear yellowish. The good news – that's about to change. CrispWhite is a unique concept in retail lighting that makes whites appear whiter than white, yet still gives colors a warm and saturated intensity. This new color experience will wow customers and make merchandise impossible to resist.

Benefits

- Attract shoppers with high-quality light that accentuates intense whites and rich colors
- Luminaire design blends discreetly into the store
- Good energy performance, matching CDM Elite while offering much longer lifetime

Features

- Optimized light spectrum for intense white light and rich color rendering
- Efficacy of up to 80 lm/W, thanks to very Hi-LOR reflectors (up to 90%)
- Lumen packages from 1200 to 3900 lm to match equivalent CDM 35 W MASTERColour Elite
- Narrow, medium and wide beam available
- Passive cooling

Application

- Fashion retail: fashion stores, high-end fashion stores
- Supermarkets: non-food areas

Specifications

Type	ST730T (mini, 3C-track version), light source color CrispWhite (CRW)
	ST730C (mini, base plate version), light source color CrispWhite (CRW)
	ST740T (compact, 3C-track version), light source color CrispWhite (CRW)
	ST740C (compact, base plate version), light source color CrispWhite (CRW)
	ST750T (performance, 3C-track version), light source color CrispWhite (CRW)
	ST750C (performance, base plate version), light source color CrispWhite (CRW)
Light source	Non-replaceable LED module
Power	Mini versions: 20 W (LED11S), 16 W (LED12S)
	Compact versions: 20 W (LED11S), 22 W (LED17S), 34 W (LED27S)
	Performance versions: 58 W (LED27S), 60 W (LED39S)
Beam angle	Mini versions: NB (12°), MB (28°), WB (36°)
	Compact versions: NB (11°), MB (25°), WB (35°)
	Performance versions: NB (15°), MB (22°), WB (36°), VWB (52°)
Luminous efficacy	Mini: 73 lm/W (for LED11S), 76 lm/W (for LED12S)
	Compact: 78 lm/W (for LED11S, LED17S, LED27S)
	Performance: 44 lm/W (for LED27S), 65 lm/W (for LED39S)

Specifications

Driver	Built-in
Mains voltage	230 or 240 V / 50-60 Hz
Dimming	Non-dimmable (PSU)
	DALI-dimmable (PSD)
Material	Gearbox: plastic
	Head and heatsink: die-cast aluminum
	Front cover: acrylic or glass
Color	Black (BK, RAL9004)
	White (WH, RAL9003)
	White-Black (WH-BK, head housing and front driver box: white, heatsink and sides driver box: black)
	Aluminum brushed-black (ALU-BK, head housing and front driver box: brushed aluminum; heatsink and sides driver box: black)
	Silver-black (SI-BK, head housing and front driver box: RAL 9006 metalized grey; heatsink and sides driver box: black)
	Other RAL colors available on request

Luminous flux	Mini versions: 1450 lm (for LED11S) 1200 lm (for LED12S)
	Compact versions: 1500 lm (for LED11S), 1700 lm (for LED17S), 2700 lm (for LED27S)
	Performance versions: 2550 lm (for LED27S), 3900 lm (for LED39S)
Correlated Color Temperature	3000 K
Color Rendering Index	95 (light color 930, CrispWhite)
Standard deviation color matching	3
Lumen maintenance at median useful life* 50000 h	L80
Control gear failure rate at median useful life 50000 h	5%
Performance Ambient Temperature Tq	+25 °C
Driver failure rate	1% per 5000 hours
Operating temperature range	+10 to +35 °C

Optical cover	Glass (for narrow beam)
	Acrylic cover (for other beams)
Connection	Track connector (3C or 5C6)
	Direct on ceiling; baseplate with connection point (BA)
Accessories	Honeycomb (HC)
	Glare shield (GS)
Remarks	Retailers generally want high-quality light sources that illuminate fabrics in the truest way possible, making colors appear rich and intense, while keeping whites bright.
	CrispWhite has been developed as special solution for fashion environments to bring out in the best way both colors and whites.

Versions



StyliD CrispWhite ST740T track projector with LED light source, compact version

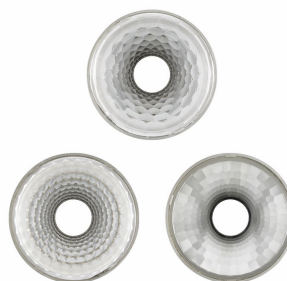
Product details



Exploded view



PerfectAccent reflectors deliver a smooth and homogeneous high-quality beam



PerfectAccent – thanks to their specific design, the new reflectors provide best-in-class efficiency, a very clean beam, and high color uniformity.

