
# Case Study

## Solar signage - Go Outdoors

## Introduction

Go Outdoors is the UK's biggest outdoor retailer that provides high quality outdoor products such as sporting goods and equipment, camping gear, sportswear, climbing gear, bicycles, and accessories. Marlec's recent collaboration with Sapphire required a solar powered signage solution to be installed on a new retail park, to broadcast their commitment to protecting the environment.
As a brand built around the environment and the various activities nature offers, Go Outdoors is an extremely compatible pairing for this fully off-grid signage solution.


## Customer Requirements

- Needs to be reliable and maintenance free
- Solar powered signage kit needed to be compatible with Sapphire's chosen LED's
- Timing of illumination has to match stores opening and closing hours.
- Fully off-grid to promote environmentally friendliness.
- Easy to Install.

## Challenges Faced

- Local area was a new retail park on a busy road therefore installation needed to be tidy and disruption free.
- The totem sign needed to have custom set on and off times to reflect the opening times of the retail park.
- Sign needed to be illuminated 365 days a year.

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# Solution

The solution designed for Go Outdoors was an easy to install, solar powered signage solution that will reliably illuminate the sign 365 days a year making it an ideal illumination system for various applications. Marlec's solar signage kits are UK manufactured and utilise market leading technology and components.


Thanks to Marlec's intelligent LC101 controller's plug and play functionality the system is compatible with most LED technologies, making it easy for sign makers to incorporate our lighting kit, the intelligent LC101 enables the timed settings to be fully customised ensuring the sign is illuminated all year round even when seasons change.

As the location is on a new retail park it was essential that the totem sign was easily installed with minimum disruption to the area, this was a achieved thanks to Marlec plug and play cables. This made installation quick and efficient with no need for complicated wiring. With the sign being powered from 100% renewable energy, there was no need for cable trenching, which meant no disruption to the surrounding area. Each totem sign included multiple semi-flexible solar panels installed on each side and top of totem. The power from the solar panels are being stored in high quality AGM batteries. All cabling is IP-65 rated, ensuring the system is resistant to water damage, increasing the robustness and longevity of the system.

This is the perfect long-term, cost-effective, and reliable solution built to last. Installation costs are very low compared to on grid, traditional lighting systems.

# Results & Comments

Go Outdoors have had two solar powered totem signs installed at the retail park. The signs will be illuminated 365 days a year with customised on and off times to light up the retail park signage. These solar powered totems are becoming extremely popular with sign makers as it enables them to provide a quick and easy to install, cost effective illuminated signage to their customers .

*" Sapphire for the over 25 years have always pushed the boundaries of signage. By working in collaboration with Marlec we were able to provide Go Outdoors with cost effective, illuminated signage. The illuminated totem with the intervention from Marlec also reduces on-site maintenance due to its long term reliability. This system ticks every box the customer requires."*

- Sapphire

# About Marlec

Marlec Engineering are a UK manufacturer and developer of wind and solar solutions for the Railways, Highways, Utilities, Telecoms and Land & Marine Leisure sectors. Since being founded in 1978, Marlec has become the UK's longest established renewable energy company with thousands of systems providing a sustainable source of power at remote sites worldwide, paving the way for a greener future. Marlec's diverse portfolio of renewable products enables our experienced team to advise, design and build reliable off-grid power systems for various applications and power requirements, allowing them to achieve a reliable and sustainable power solution all year round.

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