

Mobility Plaza®

PetrolPlaza Scandinavian Special: 12 noticeable changes in the LED fuel retailing market in Scandinavia



What are noticeable changes in the fuel retailing market in Scandinavia?

- Green thinking is becoming more important.
- Developing of bio fuel alternatives the market.
- Improving customer experience and at the same time lowering energy consumption.

1. What products were used before in Northern European Countries?

- Typically 250 watt Metal Halide/sodium discharge lamps and fluorescent tubes

2. What were the problems encountered when using the old products?

- High energy consumption
- Poor power factor

- Short life expectancy
- Fast light degradation
- High maintenance cost

3. Which products are being used in the market to illuminate petrol stations now?

- Luci Series luminaires for LED Under canopy and carwash illumination
- Luci Ambiente: for area illumination
- I-Catcher LED price displays

4. Why did oil companies choose Bever Innovations products?

- Innovative and technically advanced features (controllable, intelligent lighting that is quick and easy to install)
- With the Luci series there is more light under the canopy, with fewer lights (often half)
- Bever Innovations offers the lowest total cost of ownership (purchase and operating costs)
- Energy savings up to 90% (exceeding the client expectations by more than one third).
- Bever Innovations offers not only a product but an LED lighting solution. From planning and calculation to delivery and technical support – Bever is the partner for the whole project.

5. Why do clients choose to switch to LED lighting?

- Old lights need replacement
- LED lighting is maintenance free and offers low energy consumption.
- Luci Series' brilliant white light really enhances the branding of the station.
- Bever LED Under Canopy Illumination products (Bever LUCI) are specifically designed as petrol station luminaires and as a result you can really see the difference between LUCI and other LED lighting products.

6. Why do oil companies choose I-Catcher LED Price Displays?

- The I-catcher is a LED price sign with full graphic display, giving the possibility to make the oil company image stand out - their font can be made in their own corporate style.

7. What do they choose the Luci Series Ambiente LED Area Illumination?

- Energy savings
- Great light image – specially designed for petrol stations, without compromises
- Modern and aesthetically pleasing luminaires with performance to match.

8. Who was involved with the installation?

- Existing local installation maintenance companies that are already familiar with the sites.
- Bever Innovations gives free training to the installation companies, to get the best possible end result for the end user.

9. What was achieved with the installation?

- Large energy savings.
- Better visibility under the canopy (for public, staff and cctv)
- Visually cleaner, safer and more welcoming look

10. Did they try LED alternatives, if so – are the Bever products better?

- Yes, they tested similar quality LED products and they chose Bever Innovations to enhance their brand image by using intelligent well designed forecourt luminaires.

11. Was there a test before Bever products were used in Scandinavia?

- Yes, all Bever Innovations' customers have run several tests to ensure that Luci Series products exceed expectations.

12. In which Nordic countries do Bever Innovations sell their products?


- In all Nordic countries, Bever Innovations is the market leader in Petrol Station lighting in Northern Europe.


Contact information



Bever Innovations

Industrieweg 32
4301 RS Zierikzee
Netherlands

 +31 111 45 32 32

 +31 111 45 32 33

 www.beverinnovations.com