



Lighting Makes Happy Hour Brighter at CooperSmith's Brewing Company Interior Lighting Application

Lighting is one of the most important features in creating an appealing bar. It sets the mood, contributes to the atmosphere, and affects the patron's experience. Striking the right balance is the challenge. If the lighting is too bright, it can ruin the intimacy of the moment; if it is too dark, it may deter easy interaction.



In remodeling its brewery from floor to ceiling in February 2006, CooperSmith's Pub and Brewing Company, located in Fort Collins, CO, wanted a fresh lighting scheme to spotlight different areas of the establishment. In particular, the original retrofitted lighting fixtures surrounding the renovated bar back area, one of the centerpieces of the new location, were functional but not aesthetically pleasing. The owners wanted a more stylish, retro/hip lighting source that would contribute to the overall ambience. They also hoped that strategically placed lighting would attract new customers to the location.



CooperSmith's wanted to illuminate its liquor shelves to make the selections more visible to patrons from afar, and to create a stylish, but understated lighting environment. Since the area was already constructed, CooperSmith's needed to find a product that could be tailored to illuminate the bar's measurements and specifications. Additionally, this lighting source had to be adjustable to coordinate with the establishment's changing day and night atmospheres.

To achieve their lighting goals, cabinet maker, Jeff Sheets, suggested using CeeLite LEC (light emitting capacitor) panels, specifically CeeLite 7500 4"x24" panels, CeeLite 7500 8.5"x11" panels and CeeLite 7500 18"x24" panels. These products could be custom-made to fit the unique shape of the bar.

Upon completion, the Scotch and liquor shelves now were illuminated below to give a more pleasing glow to the bottles above. And the brewery's etched CooperSmith's logo in the bar back mirror appeared to float due to the positioning of the paper-thin, versatile CeeLite back lighting.

Unlike conventional accent or back lighting, CeeLite LEC technology is comprised of three critical components: OSRAM SYLVANIA's higher quality light emitting phosphors for color and brightness; advanced, proprietary, programmable Flatline Inverters to control levels of brightness and ambiance; and advanced "packaging materials" for lower heat generation which extends the life of the lighting. CeeLite makes it possible to apply lighting as never before imagined, because its products offer customization, flexibility and quality.

CeeLite's Flatline Inverters also offered the dimming feature and color scheme CooperSmith's required to adjust the brewery atmosphere to attract a changing patronage day and night. These advanced, programmable inverters provide controls that deliver 99 percent uniform surface illumination with higher brightness. They constantly monitor the output of the CeeLite panels and provide the power necessary to maintain the brightness level selected by the user.

CeeLite's Flatline Inverters contain embedded microprocessors that also enable a variety of programming capabilities, such as motion and/or photo sensors with external sensing jacks and dimming, fading and flashing standard features.

"CeeLite was a great complement to our goals for the retrofit of our bar," said Dwight Hall, head-brewer at CooperSmith's. "Our concept was to use new technologies at hand to create a traditional, welcoming pub feel. CeeLite enabled us to effectively illuminate our shelves without adding any extra bulk, keep the simple clean lines we wanted, and provide an attractive lighting effect."

The new lighting at the bar back has helped keep CooperSmith's feeling fresh, and subtly improved the ambience. Patrons to the CooperSmith's Pub and Brewing Company seemed to notice the difference.

For more information please contact: Kathy Brannigan 845.223.1950
kathy@greystonepartners.net