

# *DuraGreen Product & Sales Training*



**DuraGreen<sup>®</sup>**

## Training Agenda

- About DuraGreen
- Flagship Selection
- Core Range
- Extended Range
- Bespoke Solutions
- Global Compliance & Certifications
- Award Winning Design & Trusted Global Brand
- DuraSmart
- DuraGreen Projects



## Lighting Built to Last. Designed to Evolve.

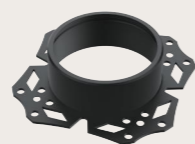
DuraGreen is a UK-based architectural lighting brand, founded in 2013, specialising in sustainable miniature luminaires for premium residential, hospitality, and luxury showroom projects worldwide. We combine timeless design with precise performance, crafting each piece from high-quality materials with exceptional British workmanship.

Designed for longevity, our modular, circular-use platform combines full spectrum LEDs engineered to closely mimic natural light with repairable, upgradeable components and a plug-and-play approach that allows lighting schemes to adapt over time. The result is lighting that remains consistent, refined, and enduring as spaces evolve.

More than illumination, we create lighting that becomes part of a project's lasting legacy – a long-term asset designed to evolve with the space while preserving the integrity of the original design intent.



or



57mm  
SYSTEM 57

One installation Frame, Infinite Possibilities



Straight Baffle



Ceiling-Fusing Curve Baffle



Decorative Semi-Recessed Baffle



Luxury Alabaster Luna Baffle



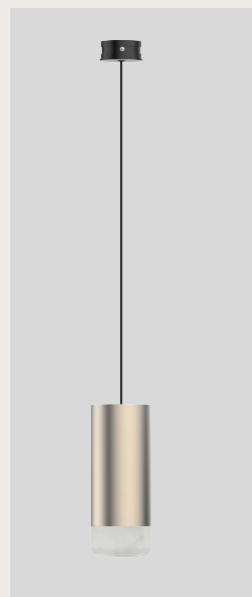
Luxury Alabaster Globe Baffle



Oval-Hole Baffle



Pin-Hole Baffle



Pendant Alabaster Luna



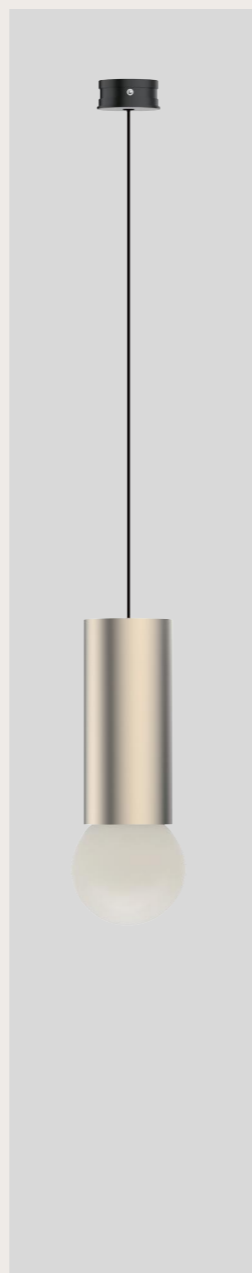
Engine 57 Spotlight



In-Out Spotlight



Framing Light



Pendant Alabaster Globe

## Why DuraGreen

Choosing DuraGreen makes your lighting project **simpler to specify**, **easier to deliver**, and **easier to maintain**. Our **plug-and-play platform** is built around a **single universal installation frame**—such as **System 57**—so you can move from concept to site with fewer variables, keep ceilings consistent, and still achieve **diverse lighting scenes**.

### For designers

- **Consistent light quality** across the project with a shared LED engine across most fixtures
- **Faster on-site refinement** using one unified platform (swap modules without changing the ceiling standard)
- **Lower coordination risk** by avoiding multiple cut-outs, mixed systems, and incompatible details

### For clients

- **One brand, one standard**—helping avoid mismatched cut-outs, colour temperatures, and servicing issues
- **Modular, circular-use construction** for straightforward repair, upgrades, and long-term serviceability
- **A clearer path to preserving the original lighting intent** as spaces evolve over time

We invest in **regional stockholding** to support fast, reliable delivery for retail orders from **Leicester (UK)**, **Athens (EU)**, **Dubai (MENA)**, and **Shenzhen (Asia)**.

## Product Introduction

### Flagship Selection

DuraGreen's most advanced modular circular-use platform, with shared frames, LED engines, and bezels for consistent lighting quality, easier upgrades, local stock support, and long-term flexibility.

### Core Range

A broader modular family extending DuraGreen's platform approach across multiple cut-out sizes, offering system consistency, serviceable components, and practical flexibility for a wider range of projects.

### Extended Range

A specialist collection for projects requiring distinctive forms, integrated details, or application-specific performance, developed independently to meet precise design, technical, and spatial requirements.

### Bespoke Solutions

From curated finishes to bespoke RAL colours and fully original luminaires, DuraGreen's bespoke offering provides flexible levels of customisation to suit each project's design intent.

## Product Introduction

### Flagship Selection

#### System 57 / System 68

System 57 and System 68 form DuraGreen's Flagship Selection, representing the most advanced expression of our modular, circular-use platform. Products within this selection share a common installation frame, LED engine, and baffle platform, making it easier to achieve consistent lighting quality with greater long-term flexibility.

As DuraGreen's highest sales priority, the Flagship Selection is designed to support on-site repair, upgrade, and circular reuse through our regional offices and authorised distributors.

We prioritise stockholding of this range in our regional offices and support authorised distributors in carrying local stock for faster retail service.



Φ57 10W Engine



Trimless

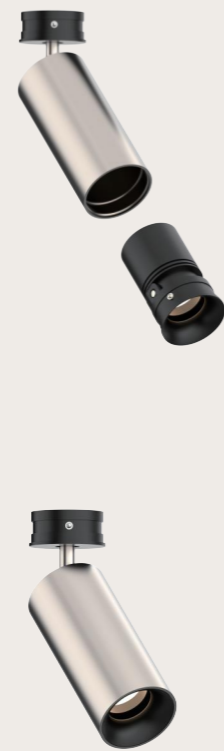


Mini-Trim

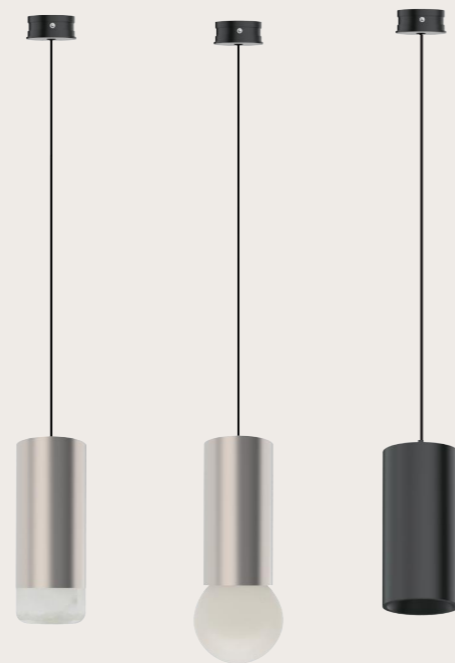
Downlights



Spotlights



Pendant



Surface



Wall



220V Track Lights



48V Track Lights





Φ68 12W Engine



Trimless



Mini-Trim

Downlights

Spotlights

Pendants

Surface

220V Track Lights

48V Track Lights



Flagship Selection

# Full Spectrum LEDs for Flagship Range

Crafted to replicate natural light, DuraGreen Full Spectrum LEDs are engineered with advanced chip, phosphor, and packaging technology to closely match the visible wavelength range of daylight.

Designed to integrate seamlessly into most DuraGreen luminaires, they bring the clarity and beauty of full-spectrum light indoors—supporting visual comfort and helping create environments that can positively influence occupants’ well being. With enhanced colour quality, they reveal materials and finishes with greater accuracy and richness, making them ideal for projects where atmosphere and detail matter.



	<b>CRI</b>	<b>RF</b>	<b>RG</b>	<b>R9</b>	<b>Typical Efficacy</b>
2700K	CRI 98	95	103	99	103 Lm/ W
3000K	CRI 98	95	104	97	110 Lm/ W

## Refined Optical Performance

The **Flagship Selection** is designed to deliver a higher standard of optical performance, with better colour expression than conventional optics and a cleaner, more refined quality of light. Materials, finishes, and interior details are revealed with greater richness, clarity, and depth.

Using **standard Zhaga connection dimensions**, lenses can also be changed easily on site, while giving specifiers greater flexibility where specialist optics are required for project-specific applications through the wider availability of compatible Zhaga-standard lenses.



## Built for Repair, Upgrade and Reuse

### *Plug-and-play*

Designed for fast repair and straightforward upgrades, DuraGreen's plug-and-play LED chip holder accepts both single-colour and tunable white LED chips. This enables specifications to adapt over time without the need to replace the entire fitting.

### *Circular use*

DuraGreen's Flagship Selection is engineered for easy disassembly and return to the intended cycling pathway. 99% of the product by weight is made from materials compatible with that pathway, so in most cases only the LED chip requires replacement for the next life cycle.

### *Repair, rather than replace*

Increase the sustainability and longevity of your lighting. Products within the Flagship Selection are designed for easy servicing and efficient upgrades, helping to extend product life and maintain performance without unnecessary replacement.

DuraGreen circular products include:

- 10-year warranty
- Lifetime upgrade, repair, and reuse support
- End-of-life return service – return unwanted fittings to DuraGreen so they can be reintroduced into standard stock

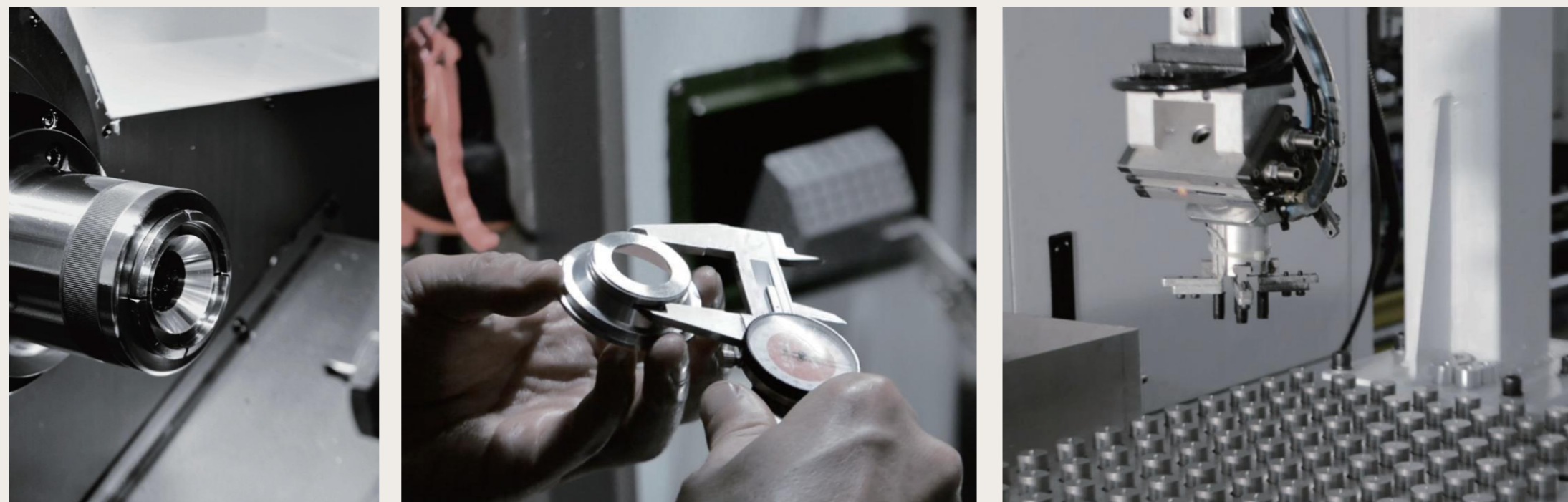


## Craftsmanship

At DuraGreen, craftsmanship is at the heart of everything we make. Almost all of our lighting fixtures are precision-machined from pure aluminium using masterful techniques, resulting in a flawless finish that feels refined, precise, and built to last.

Beyond its luxurious appearance, pure aluminium also offers superior thermal conductivity compared to conventional aluminium alloy heat sinks. This allows heat from the LED chip to dissipate more efficiently, helping to reduce chip temperature and support a longer lighting lifetime. As a general principle, a reduction of 10°C in LED chip temperature can double the lifespan of the LED.

This dedication to detail ensures every product is a balance of refined aesthetics, technical performance, and long-term reliability—where form and function are designed to work beautifully together.



Precision machining the straight baffle for the Flagship Selection System 57 downlight from pure aluminium.

## Signature Metallic Finishes for Flagship Selection



### Heritage Brass

A multi-layered, hand-refined deep umber finish with delicate golden undertones and a nuanced patina that embodies Quiet Luxury. Ideal for British classic, organic modern, and bespoke residential interiors, adding a grounded, timeless elegance to marble, dark timber, and artisanal plaster palettes.



### Regency Champagne

A luminous pearl finish infused with soft champagne-gold undertones, Regency Champagne exudes quiet glamour and modern refinement. Its silky sheen catches the light with subtle elegance, bringing a sense of brightness, serenity, and sophistication to contemporary, minimalist, coastal, and transitional interiors. Paired with marble, glass, and gentle neutral tones, it enhances a space with warmth and polish while preserving a calm, understated luxury.

## Flagship 57 Demo

The Flagship Selection 57 Demo Box is a refined presentation kit designed to showcase DuraGreen's circular downlight and spotlight platform in its clearest form. Bringing together downlights with a range of baffle expressions – from curved and pinhole to alabaster – alongside shared trimless and mini-trim bezels, it demonstrates the elegance and flexibility of a unified modular system.

A spotlight housing built around the same light engine further highlights the platform's ability to refine light types on site, while supporting easier maintenance, repair and future upgrades across residential and commercial projects. Extra engines, supplied in separate standard boxes, extend the presentation across different beam angles, colour temperatures and efficacy options, while a Casambi LED driver enables smooth dimming control for a more intuitive and engaging demonstration.



## Product Introduction

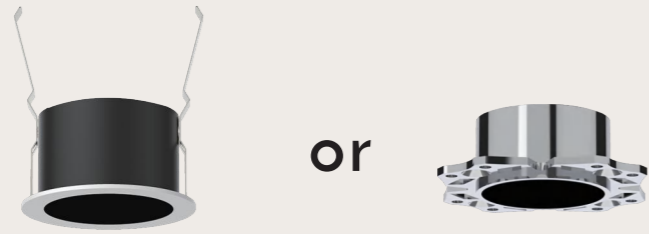
### Core Range

System 36 / System 50 / System 78 / System 110

System 36, System 50, System 78, and System 110 make up DuraGreen's Core Range. Developed around the same modular platform logic, this range supports the efficient replacement of functional components while extending the benefits of a unified system approach to a wider variety of projects.

The Core Range enables DuraGreen to respond to a broader spectrum of project needs, maintain consistency across different cut-out systems, and offer practical flexibility in design and specification. It extends the platform concept to wider project applications while preserving the clarity and efficiency of the overall product family.

Core Range



or



or

36mm SYSTEM **36** | One installation Frame, Infinite Possibilities

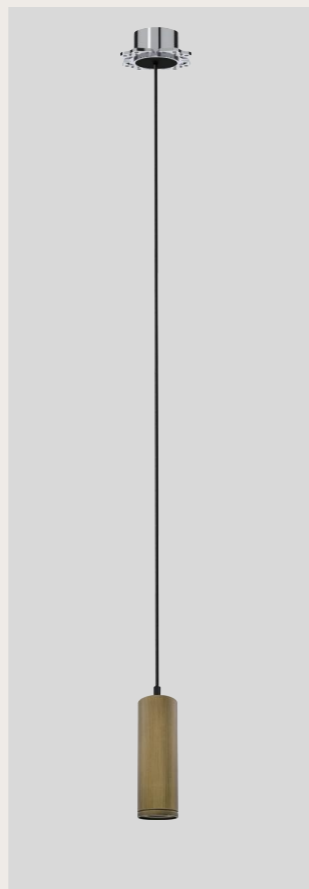
50mm SYSTEM **50** | One installation Frame, Infinite Possibilities



Straight  
Baffle  
Downlight



Zoomable  
Spotlight



Zoomable  
Pendant  
Light



Spotlight



Framing  
Light



Straight  
Baffle



Ceiling-Fusing  
Curve  
Baffle



Pin-Hole  
Baffle

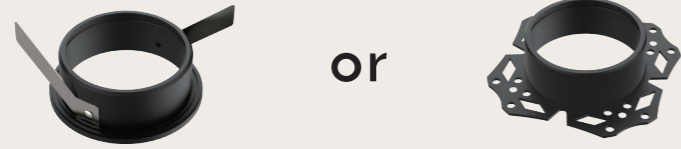


Decorative  
Semi-Recessed  
Baffle



In-Out  
Spotlight

Core Range



or



Φ110 30W Engine

78mm SYSTEM 78

One installation Frame, Infinite Possibilities



Trimless



Mini-Trim



Straight Baffle



Ceiling-Fusing Curve Baffle



Decorative Semi-Recessed Baffle



In-Out Spotlight



Short Snout



Long Snout

Downlights



Engine 110 Track Lights



220V



48V

Engine 110 Surface Light



## Product Introduction

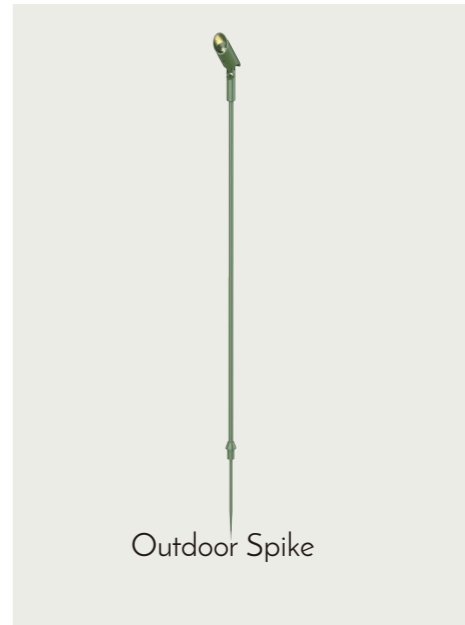
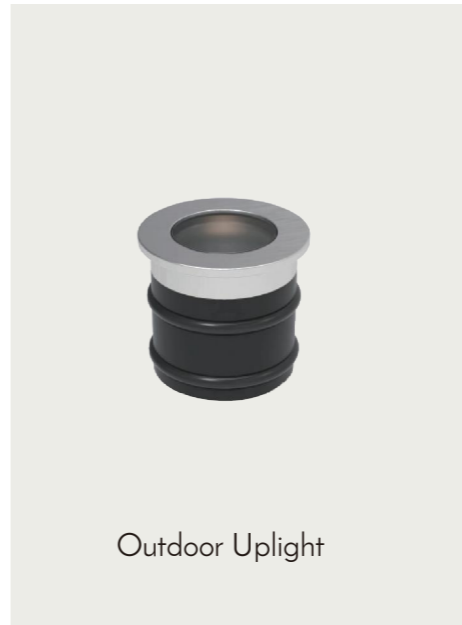
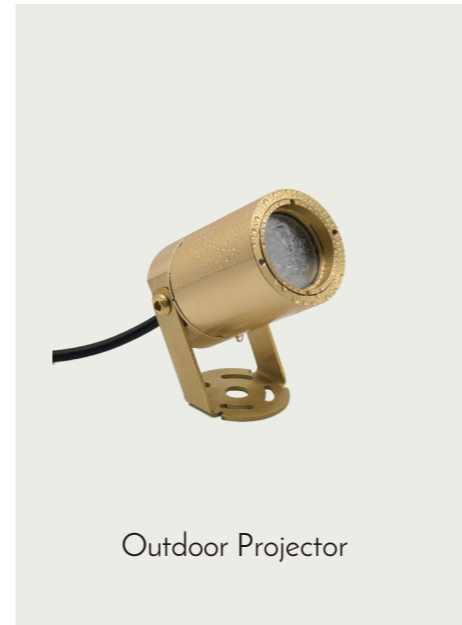
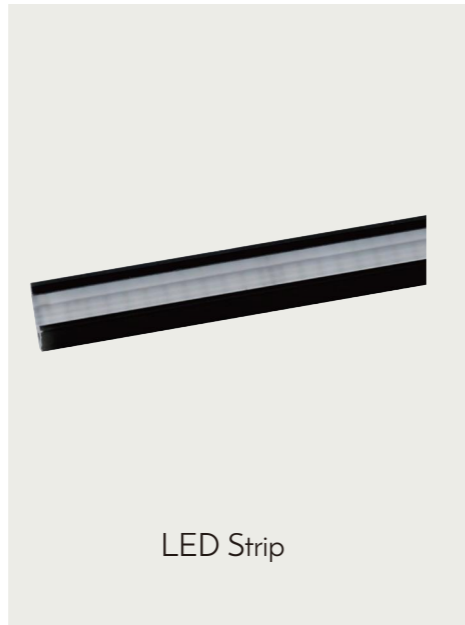
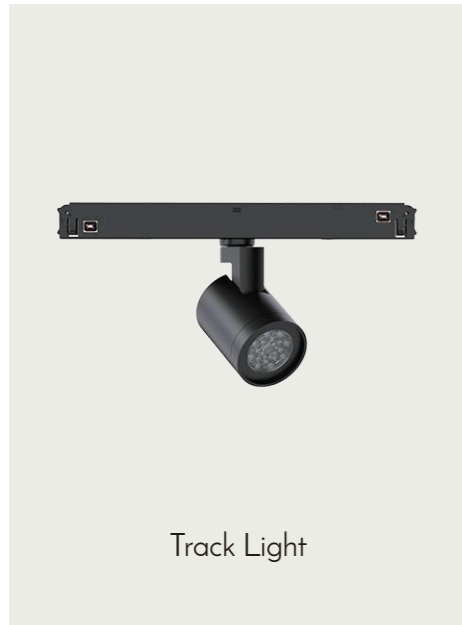
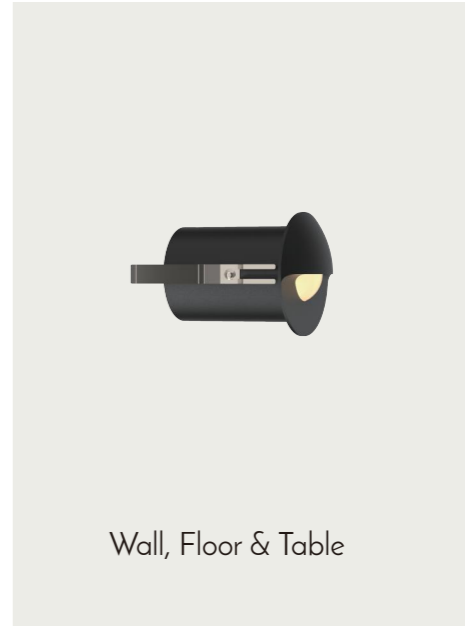
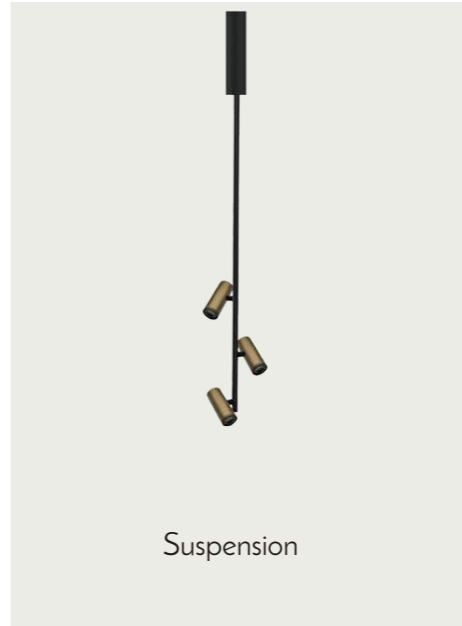
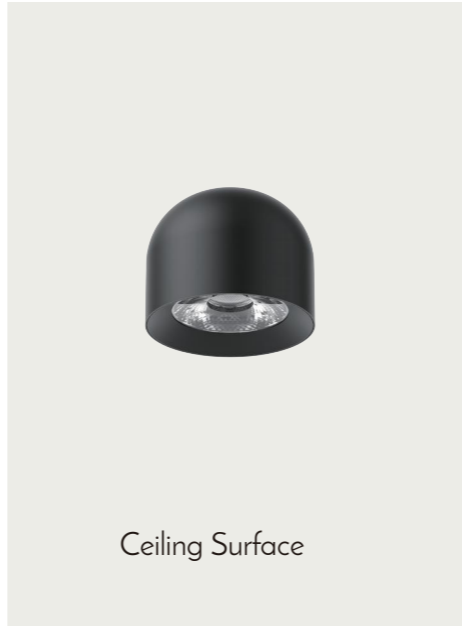
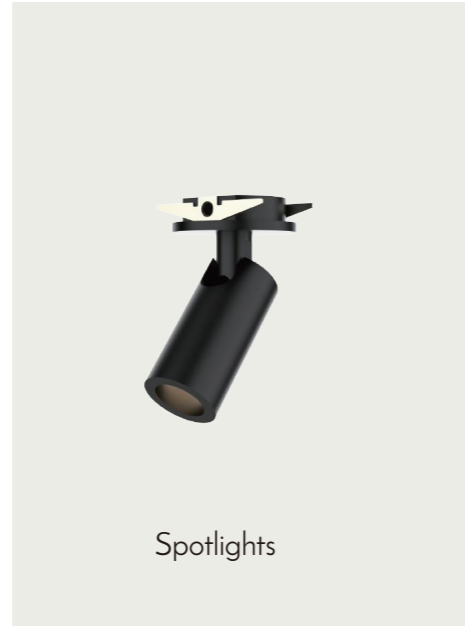
### Extended Range

The Extended Range is designed for projects that require distinctive forms, integrated details, or application-specific performance. Developed in response to specialist project opportunities, it enables DuraGreen to deliver integrated, scene-led lighting solutions that respond more closely to the design intent of each scheme.

Used selectively where the Flagship Range and Core Range are not the most suitable fit, the Extended Range supports more individual project requirements with clarity and precision.

These solutions do not form part of DuraGreen's modular circular platform, but are developed independently to meet the exact technical, spatial, and aesthetic demands of the project.

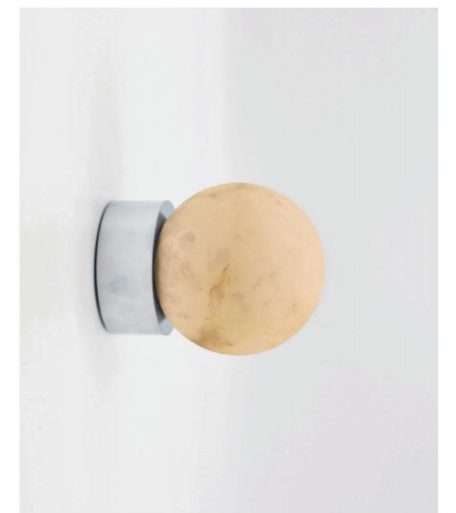
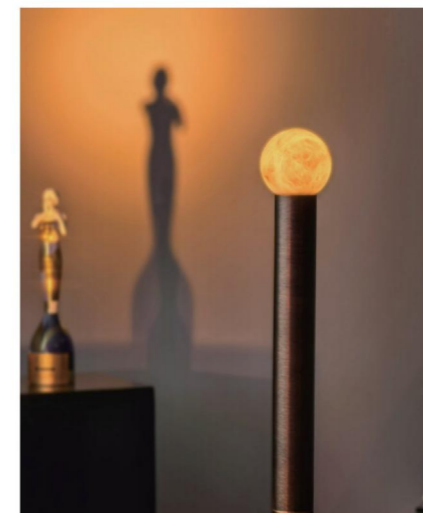
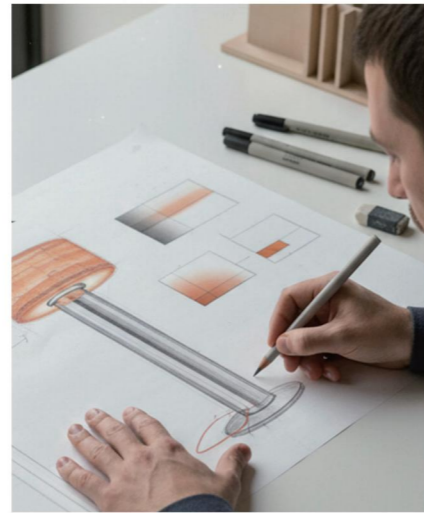
Extended Range



[more products](#)

Extended Range

## Aura Col



## Aura Orb

DuraGreen®

# Product Introduction

## Bespoke Solutions

Every project is unique, and our bespoke offering is designed to meet different levels of customisation with clarity and precision.

For a faster semi-bespoke approach, selected downlights and spotlights are available in **curated finishes** from our designer colour swatch box, helping to reduce lead time and cost.

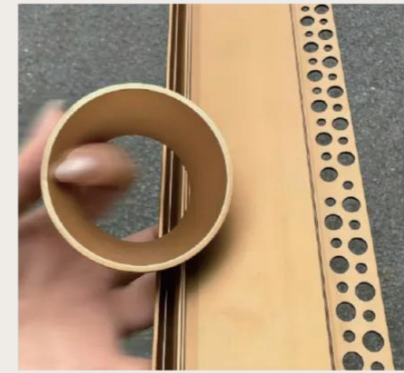
**MOQ: 20 pieces per finish**

For a more individual specification, selected ranges can be produced in **bespoke RAL colours** and with **tailored beam angles**, using a simple swatch-based approval process.

**MOQ: 50 pieces per finish**

For fully original solutions, our in-house **Bespoke Lab** designs and engineers new luminaire housings from the ground up in **pure aluminium or solid brass**, built around DuraGreen's proven LED engines and modular components.

**Recommended MOQ: 200 pieces**



Made-to-order Finish  
3,000 sqm Villa,  
Dongguan



Made-to-Order Finish  
Four Seasons Hotel, ▶  
Hanoi



Made-to-Order Finish  
Stamford American  
School, HK



Made-to-order Finish  
The Collective, ▶  
Sydney

## CB

## CB

The CB testing scheme, established by the International Electrotechnical Commission (IEC), involves participation from over 50 countries. By ensuring compliance with recognized safety standards, it facilitates global trade. Accredited laboratories issue CB certificates, which are mutually recognized by participating countries, reducing redundant testing and enhancing consumer safety.

### 60-MINUTE FIRE RESISTANCE



The 60-minute fire resistance test for recessed downlights in the UK assesses their ability to contain fire and prevent heat transfer for one hour. This evaluation ensures that downlights maintain structural integrity and minimize fire spread, thereby enhancing safety in building designs and compliance with fire safety regulations.

## CE

## CE

CE certification signifies that a product meets European Union safety, health, and environmental standards. It is mandatory for specific products sold in the EU market. By affixing the CE mark, manufacturers demonstrate compliance, facilitating market access and ensuring consumer safety while adhering to stringent EU regulations.

## UKCA

## UK CA

The UKCA certification (UK Conformity Assessed) is a mandatory marking for products placed on the market in Great Britain. It demonstrates that the product meets specified safety and performance requirements. It replaced the CE marking for most products in the UK following Brexit. Compliance ensures product legality and market access.

## GLOBAL MARK



The Australian Certification Global Mark signifies that a product complies with Australian safety and performance standards. It is a voluntary certification scheme that enhances consumer confidence and marketability. By displaying the Global Mark, manufacturers demonstrate adherence to rigorous testing and compliance, ensuring product safety and reliability in the Australian market.

## CCC



CCC certification, or China Compulsory Certification, is a mandatory safety mark for products sold in China. By obtaining CCC certification, manufacturers demonstrate that their products meet regulatory requirements, enhancing consumer safety and facilitating market access in China.

### IEC 62471 Exempt Group

IEC62471 evaluates the photobiological safety of lighting products. The ACME78 Downlight was subjected to testing and classified as Exempt Group. Therefore, the product does not pose a photobiological hazard, ensuring minimal risk to human health.

## Global Compliance & Certifications

DuraGreen lighting is designed to be specified with confidence worldwide—supported by internationally recognised safety and compliance certifications that help reduce project risk and streamline market approvals across multiple regions.

Our fixtures carry CE conformity for the EU and UKCA for Great Britain, alongside IECEE CB Scheme certification to support smoother international acceptance. We also hold Global Mark recognition for Australia/New Zealand and China's CCC certification for the Chinese market.

Where applicable, products achieve IEC 62471 Exempt Group classification for photobiological safety and are tested for 60 minute fire resistance in the UK—supporting safer, compliant specification.

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## Red Dot Design Award

The Red Dot Design Award is a prestigious international design accolade that recognises outstanding product design, innovation and quality. DuraGreen's EVOLINE lighting range won a Red Dot Design Award in 2023.



reddot winner 2023  
lighting design

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## MUSE Design Awards

The MUSE Design Awards recognise outstanding achievement across design disciplines. Gold, the highest honour, celebrates excellence in innovation, creativity and functionality. EVOLINE received the MUSE Design Awards Gold in 2023.



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## [d]arc awards

The [d]arc awards leverages arc and darc magazines' global reputation as leading lighting design publications. DuraGreen's Bella Zoom spotlight range is shortlisted for its versatile blend of form and function.



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## Made in Britain

DuraGreen UK is a Made in Britain member. We assemble selected products in the UK for local and global projects that require the Made in Britain mark.



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## East Midlands Chamber

DuraGreen UK is a member of the East Midlands Chamber, actively engaged in the local business community and committed to growing exports from the UK.



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## British Chamber of Commerce in China

DuraGreen Shenzhen is a member of the British Chamber of Commerce in China, actively engaged with the local business community and building strong commercial partnerships.



## Award Winning Design & Trusted Global Brand

DuraGreen is an award winning architectural lighting brand, trusted worldwide for premium architectural lighting—giving specifiers and clients confidence in both aesthetics and long term performance.

Selected recognition & memberships include:

- Red Dot Design Award
- MUSE Design Awards (Gold)
- [d]arc awards – shortlisted
- Member of Made in Britain
- Member of the Midlands Chamber of Commerce
- Member of the British Chamber of Commerce in China

## DuraSmart - Casambi

Developed in partnership with a globally recognised control specialist, **DuraSmart - Casambi** gives designers, distributors, and installers a faster and more intuitive way to deliver smart lighting. It combines reliable performance, straightforward deployment, and cost-effective integration, making it easy to create refined, energy-conscious lighting scenes.

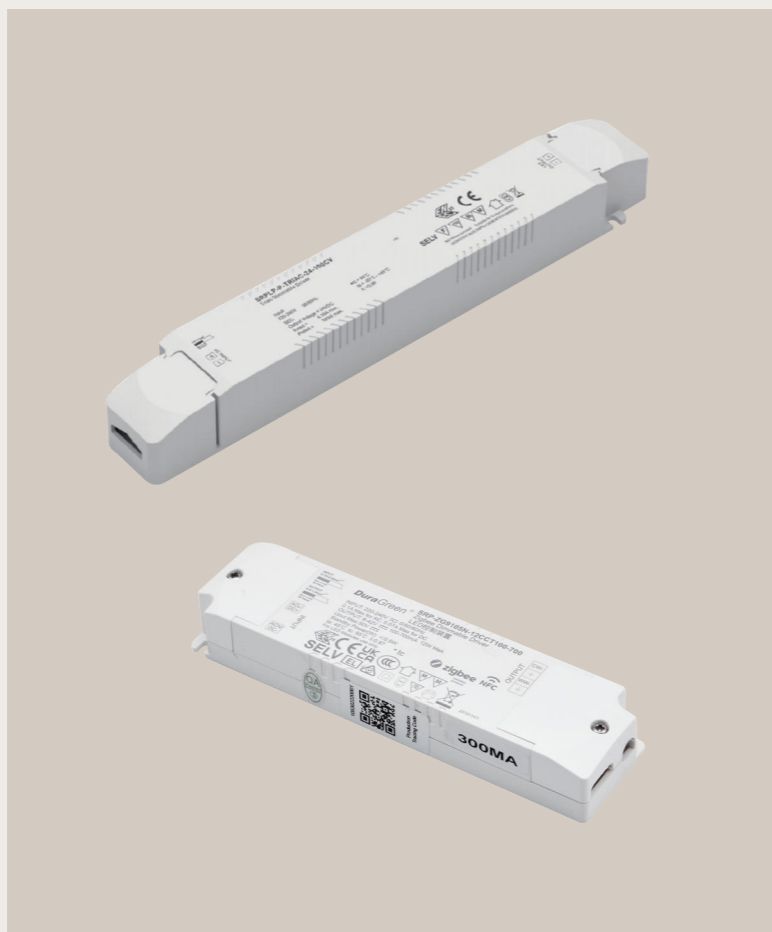
Product range:

- **Constant Current LED Drivers** – 1-channel for single colour and 2-channel for tunable white, for use with DuraGreen downlights and spotlights
- **24V Constant Voltage LED Drivers** – 1-channel for single colour and 2-channel for tunable white, for use with DuraGreen strip lighting and outdoor lighting
- **Remote Controller** – a stylish handheld control for dimming, tuning colour temperature, and recalling up to four scenes



# SMART HOME | CASAMBI

CASAMBI LED DRIVERS  
Casambi NFC 1 Channel  
/ 2 Channel Dimmable Drivers



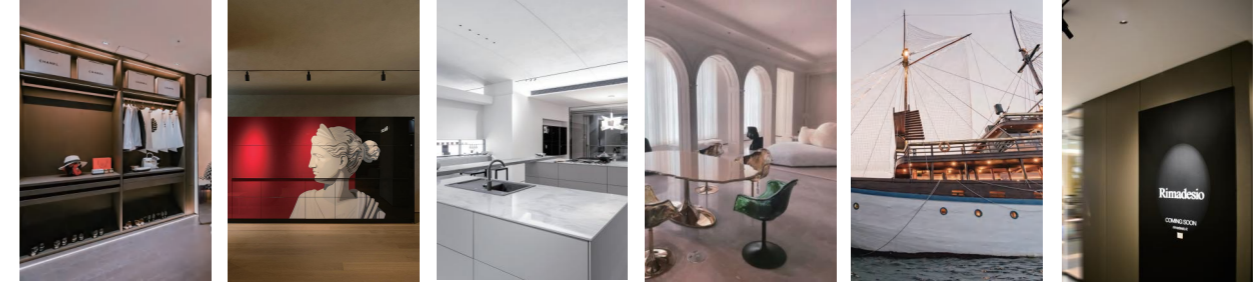
Desk Remote Controller



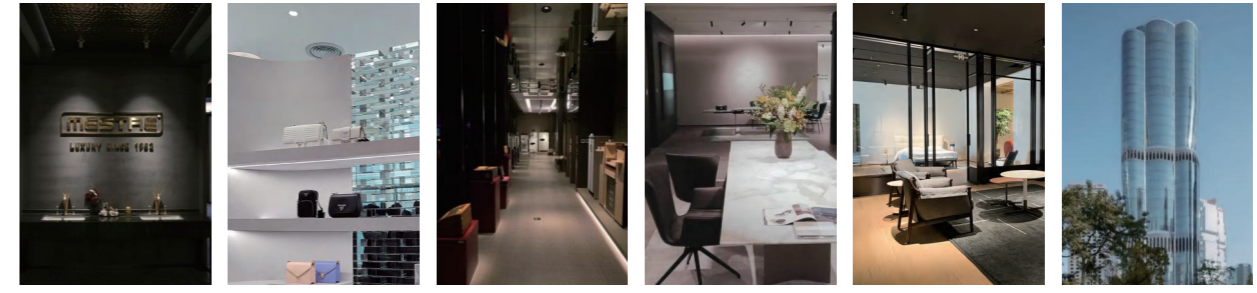
Our team takes great pride in offering the highest quality products to our discerning customers.



Bentley Home      VERSACE      Poliform      FENDI      Stellar Works      Minotti



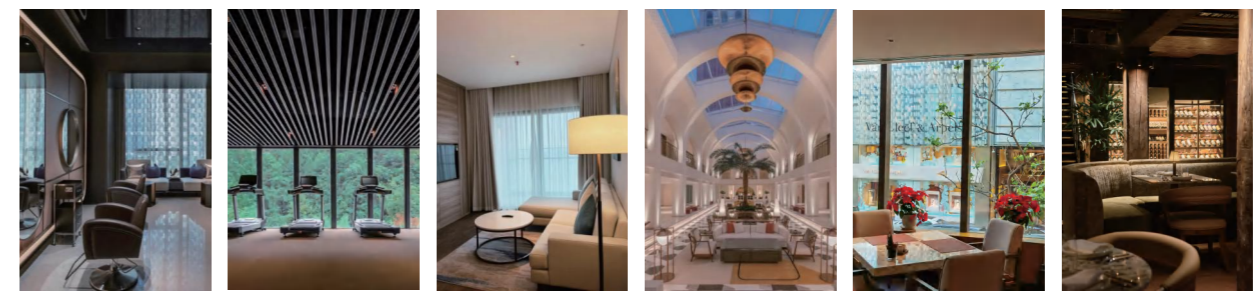
HUAWEI Smart Home      Valcucine      Schüller      Edra      Phinisi Boat Bali      Rimadesio



MESTRE      PRADA      Agresti      DRAENER      Poltrona Frau      The Henderson



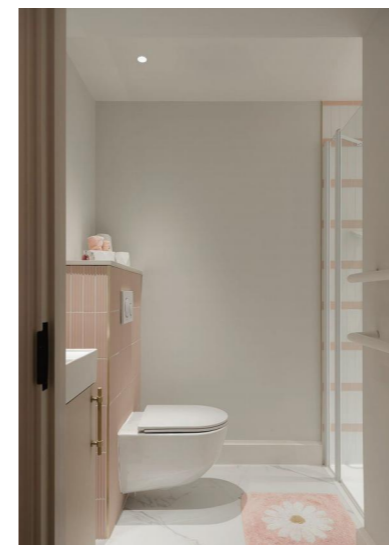
Londoner Hotel      Four Seasons Hotel      DA VITTORIO      YELLOWKORNER Art Gallery      Golden Tulip Hotel      Hilton Hotel



Westin Hotel      The CHEDI Resort      Alacarte Halong Bay Condotel      Curio Hotel by Hilton      Mandarin Oriental Hotel      The Collective

# Sunset Residence, London

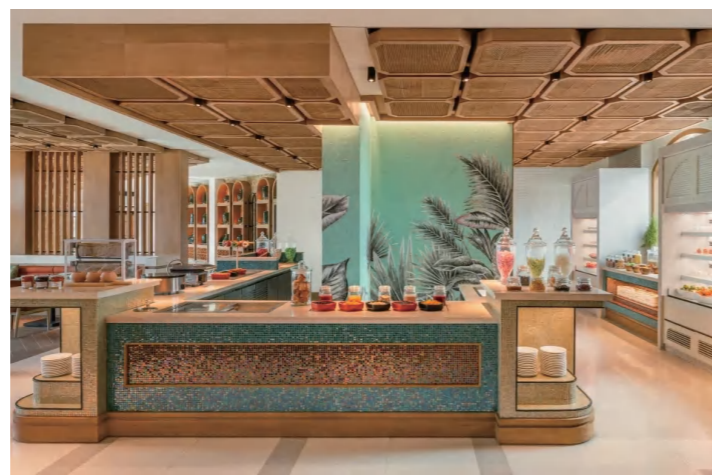
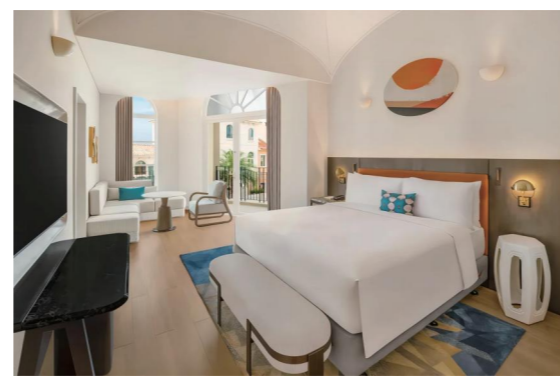
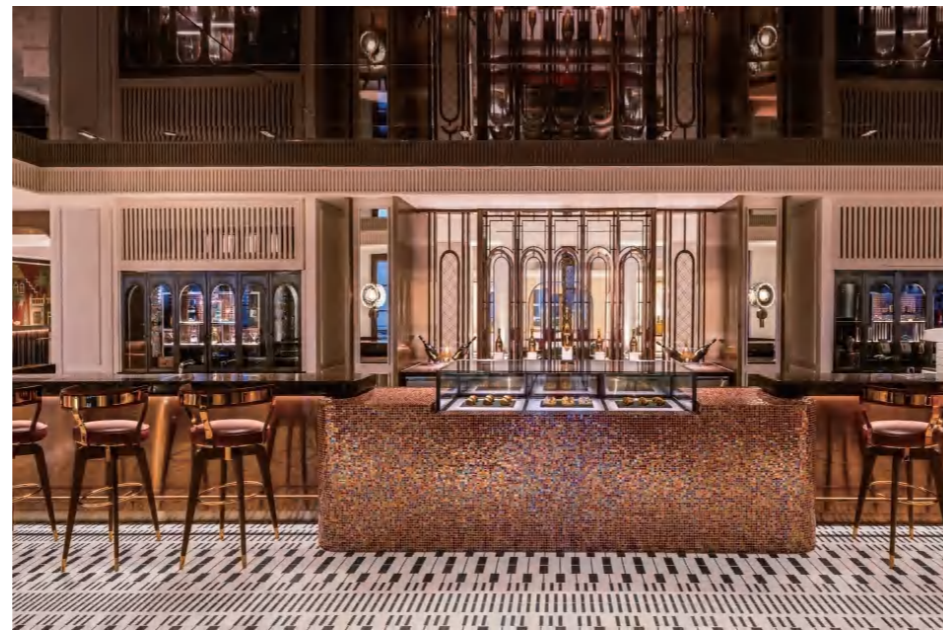
[read more](#)



# Curio Resort by Hilton Hotel, Vietnam

DuraGreen®

[read more](#)



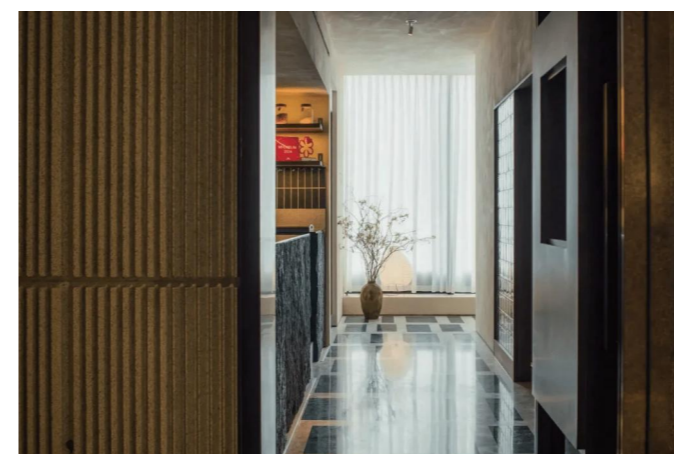
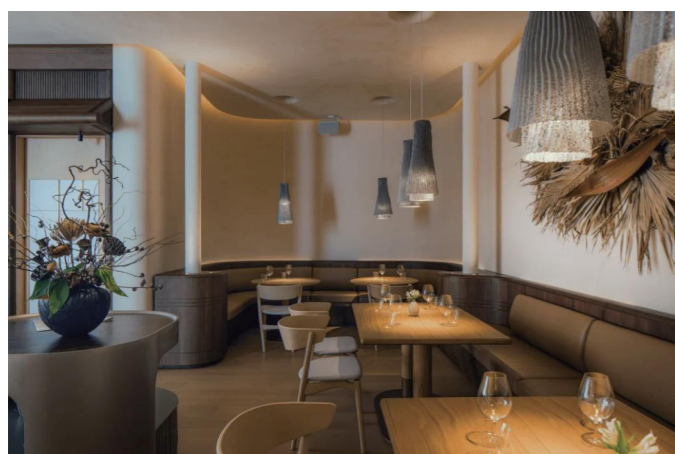
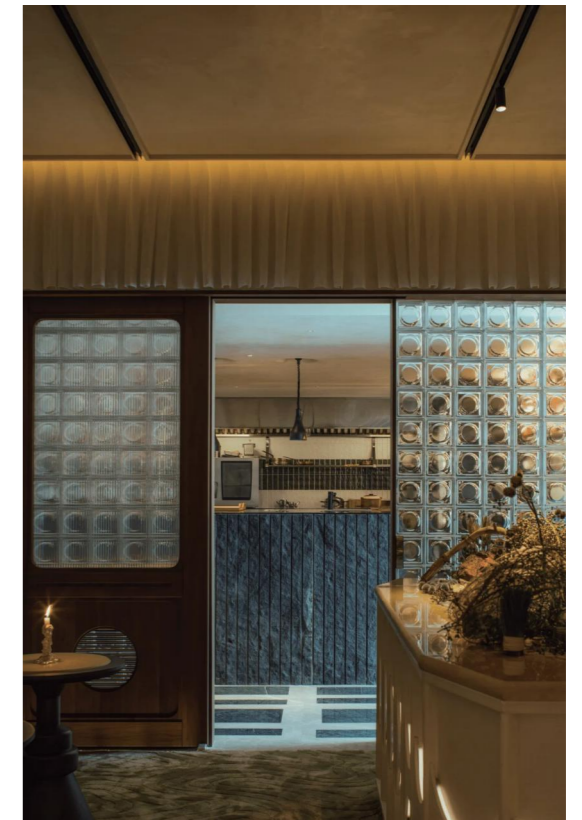
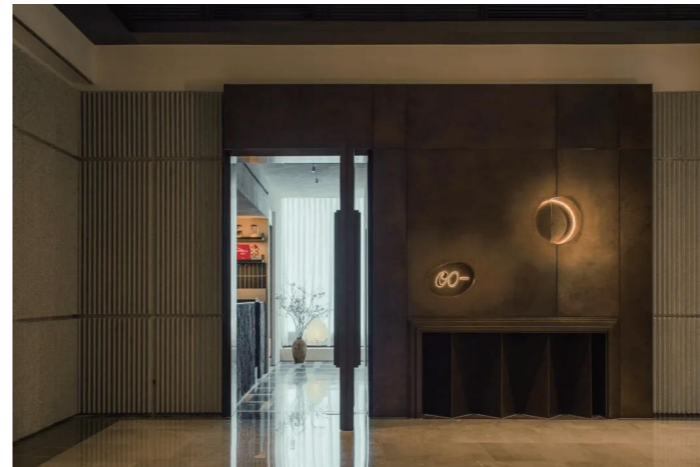
# Chelsea Garden, Londoner Hotel, Macau

[read more](#)



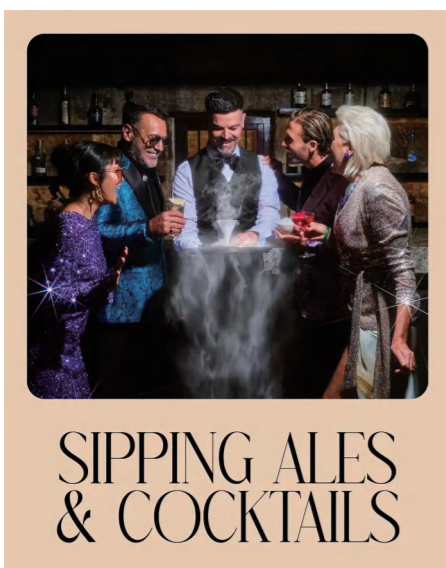
# CO Michelin-Starred Restaurant, Chendu

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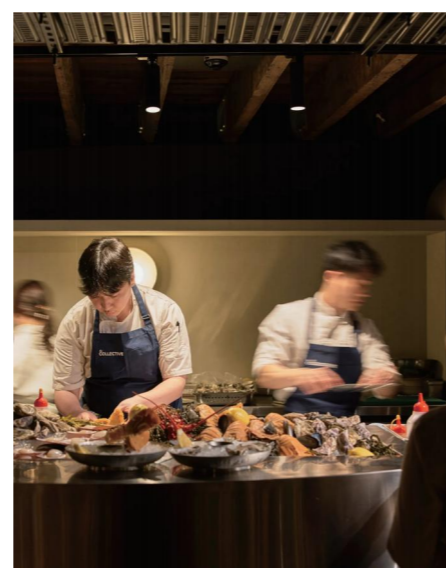


# The Collective, Sydney

[read more](#)



SIPPING ALES & COCKTAILS



# Minotti Flagship Store, Wuhan

[read more](#)



# Valcucine Flagship Store, Tianjin

[read more](#)



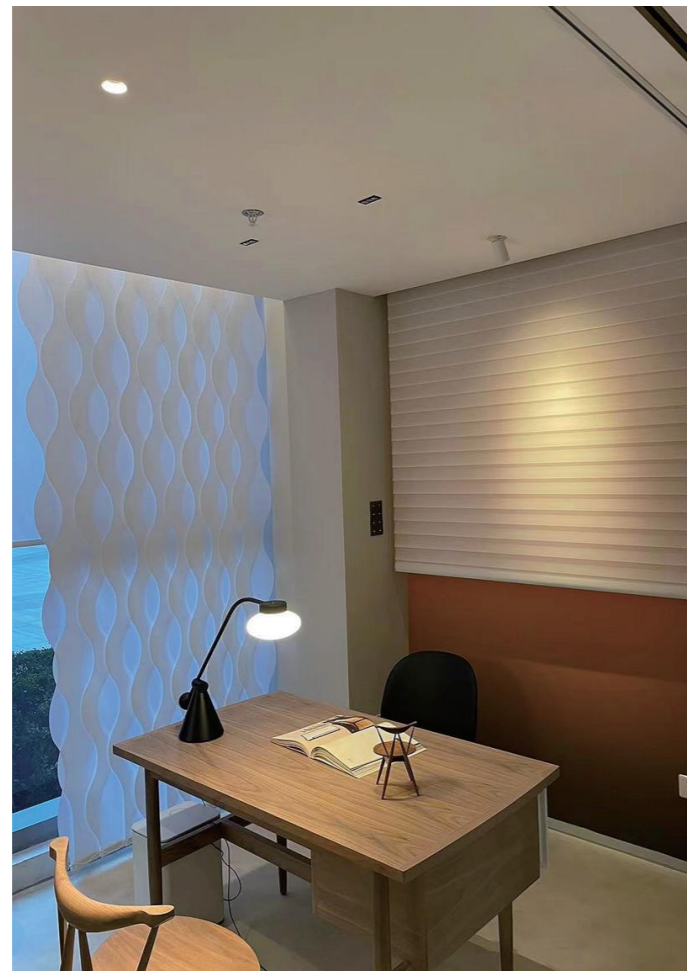
# Versace Ceramics Flagship Store, Wuhan

[read more](#)



# Stellar Works Home, Shanghai

[read more](#)



## Contact us

### United Kingdom

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### Middle East & North Africa

Sales Office

Dura Green Lighting L.L.C  
Office 16C1, iRise Tower,  
Barsha Heights,  
Dubai  
+971 555 699 940  
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### Asia Pacific

Manufacture | Showroom | Sales Office | Backstock

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### Vietnam / Laos / Cambodia

Sales Office

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