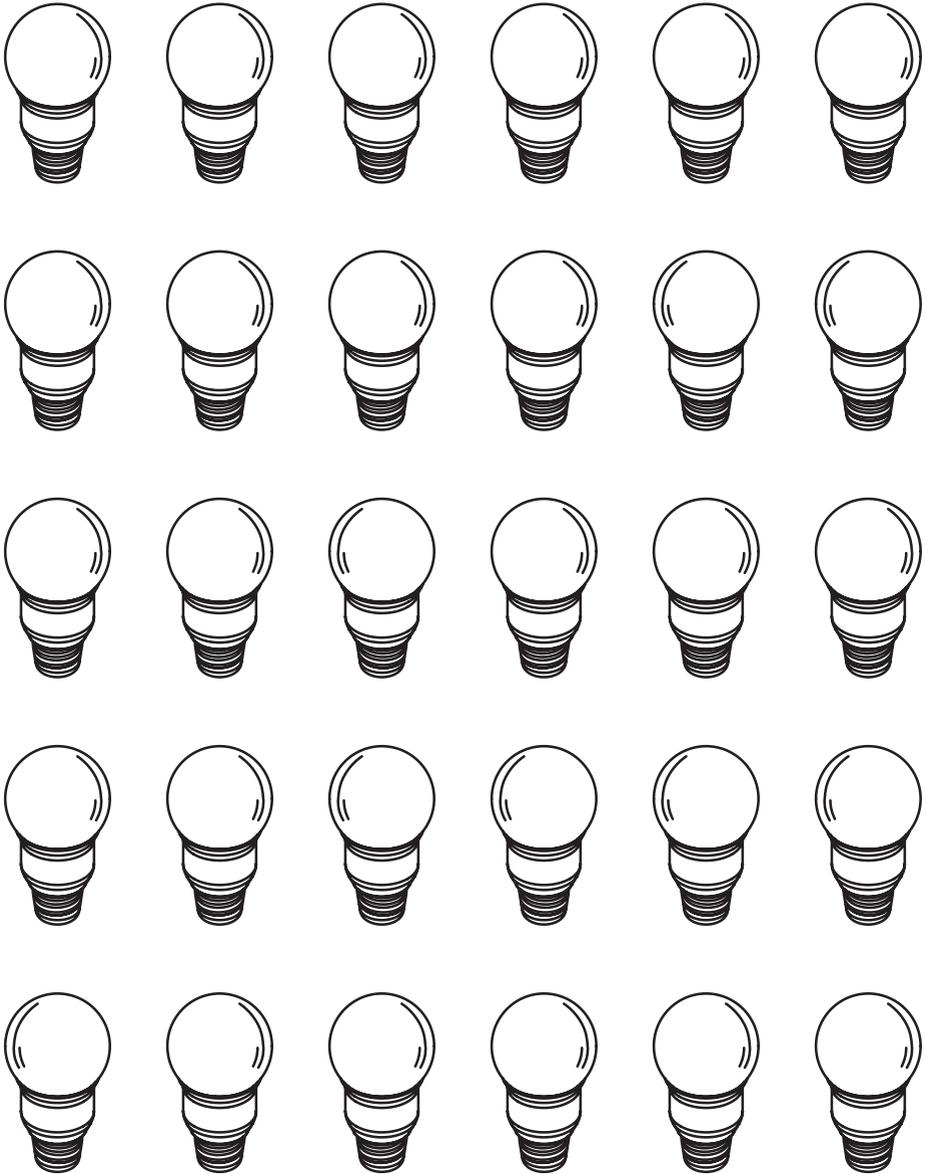


WH



Wrong for Hay is HAY's co-brand in London, headed by the established designer Sebastian Wrong. Wrong for Hay (WH) is driven by the same underlying ideology as HAY with the ambition of making relevant design products widely accessible.

WH works with both seasoned professionals and up-and-coming talent to create designs that represent industrial innovation and durable functionality that appeal to modern consumers and their demand for quality, care and aesthetic. WH's first collection launched at London Design Festival in 2013 and is characterised by an eclectic multi-cultural outlook and a belief in young talent. Wrong for Hay's vision is to expand the boundaries of conventional production and design by launching a versatile collection that combines cutting-edge lighting technology with industrial know-how and quality in design and materials.

Wrong for Hay's lamps are equally perfect for the professional contract market and domestic settings. All Wrong for Hay lamps use high-quality LED screw cap light bulbs from the innovative Hong Kong firm Megaman. To live up to our principles of quality at affordable prices, we partner only with the best suppliers.

LED Bulb



The LED Bulb

Why they are better

- Incandescents are banned within EU
CFL's will be phased out shortly (contains Mercury, a banned heavy metal)
- Halogens are far less efficient than LED's, and are very hot, posing safety issues
- Quality and colour of light has improved in recent years
- Energy efficiency is improving quickly (ie. Lumens per Watt value is improving)
- Technology is developing quickly (ie. flexibility, more colour tones, intelligent lamps etc.)
- Price is rapidly decreasing
- Average life span of 25,000 hours, that is roughly 8-10 years of reasonable use, before the efficiency decreases by more than 30% (NOT fails)

Standards and Directives

CE Marking



CE Marking

The CE mark signifies that a product conforms to the requirements of relevant EEC directives. The prime purpose of the mark is to show that the product is safe to the customer facilitating the free trading and movement of products within the EEC.

Electromagnetic Compatibility Directive (EMC)



Electromagnetic Compatibility Directive (EMC)

The ElectroMagnetic Compatibility directive requires that the product are designed and operate so that they meet limits of electrical and magnetic interference by emission and conduction with other electrical devices.

WEEE Directive



WEEE Directive

Waste electrical and electronic equipment (WEEE) defines requirements and responsibilities for the management of waste lighting equipment within the European Union. This places responsibility for managing waste on the producer, reseller (in cases of re-branded product) or importer of the product.

RoHS Directive



RoHS Directive:

The restriction of the use of certain hazardous substances in electrical and electronic equipment within the European Union. However certain exemptions exist including mercury in lamps, lead in the glass of fluorescent tubes and nickel cadmium in batteries for emergency lighting products.

Ingress Protection (IP) Rating

Connectors may be susceptible to ingress of foreign materials such as moisture or dust, particular in the unmated condition. The first digit defines the protection against the ingress of dust, the second digit defines the protection against the ingress of water. The table below shows IP ratings for electrical connectors.

IP67

First Digit

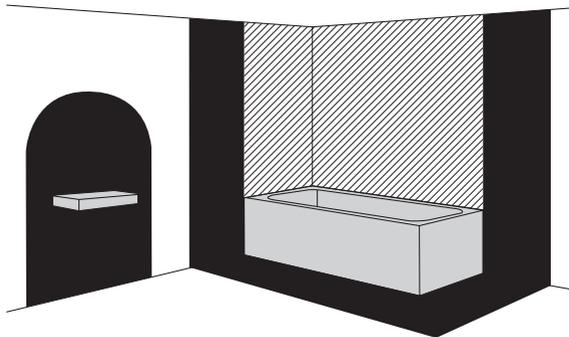
- | | |
|---|---|
| 0 | No Protection against contact and ingress of objects |
| 1 | Protected against any large surface of the body, such as the back of a hand. Protected against solid objects greater than 50mm in size. |
| 2 | Protected against access to hazardous parts by a finger or similar object. Protected against solid objects greater than 12.5mm in size. |
| 3 | Protected against access to hazardous parts with a tool or thick wire. Protected against solid objects greater than 2.5mm in size. |
| 4 | Protected against access to hazardous parts with a wire, screw, etc. Protected against solid objects greater than 1mm in size. |
| 5 | Protected against access to hazardous parts. Dust protected. |
| 6 | Protected against access to hazardous parts. Dust-tight. |

Second Digit

- | | |
|----|---|
| 0 | No Protection |
| 1 | Protected against water drops |
| 2 | Protected against water drops at a 15 degree angle |
| 3 | Protected against water spray at 60 degree angle |
| 4 | Protected against water splashing from any angle |
| 5 | Protected against water jets from any angle |
| 6 | Protected against powerful water jets and heavy seas |
| 7 | Protected against the effects of temporary submersion in water. Test requires 30 minutes at 1 meter depth. |
| 8 | Protected against the effects of temporary submersion. Customer specification applies and specific testing may be required. |
| 9K | Protects against high pressures associated with steam cleaning. |

- Zone 0
- Zone 1
- Zone 2

Ingress Protection (IP) Wet Zones



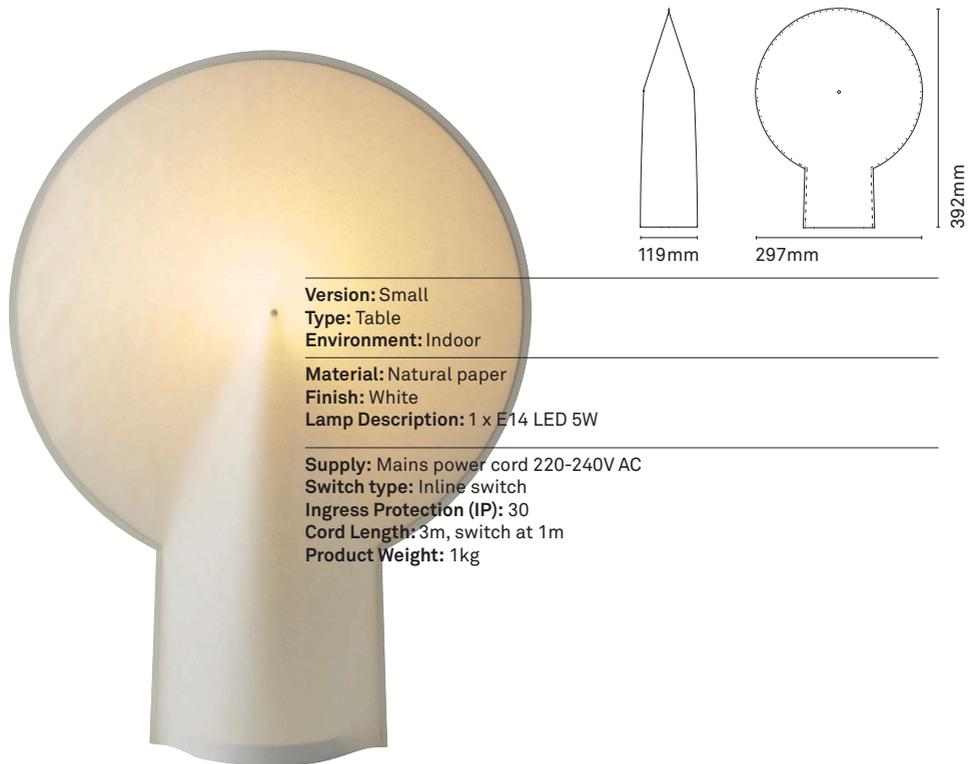
Lighting Collection 2013

Pion Light (S)

Bertjan Pot

Technical Description

Table lamp supplying diffused light. White powder coated, internal cast aluminium structure combined with a carbon fibre rod. Pion's outer diffuser is a paper composite that provides a clean, diffused light. The cable features an in-line rocker switch.



Version: Small
Type: Table
Environment: Indoor

Material: Natural paper
Finish: White
Lamp Description: 1 x E14 LED 5W

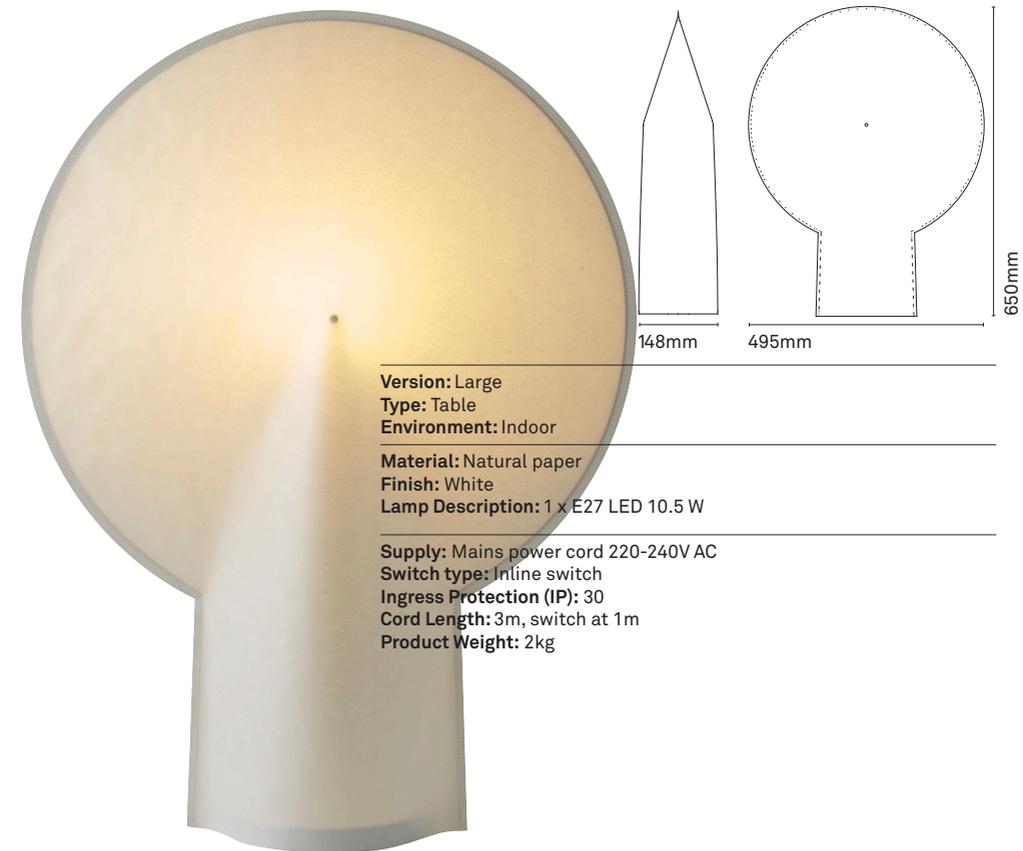
Supply: Mains power cord 220-240V AC
Switch type: Inline switch
Ingress Protection (IP): 30
Cord Length: 3m, switch at 1m
Product Weight: 1kg

Pion Light (L)

Bertjan Pot

Technical Description

Table lamp supplying diffused light. White powder coated, internal cast aluminium structure combined with a carbon fibre rod. Pion's outer diffuser is a paper composite that provides a clean, diffused light. The cable features an in-line rocker switch.



Version: Large
Type: Table
Environment: Indoor

Material: Natural paper
Finish: White
Lamp Description: 1 x E27 LED 10.5 W

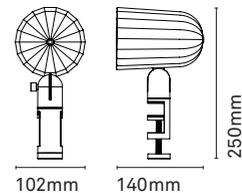
Supply: Mains power cord 220-240V AC
Switch type: Inline switch
Ingress Protection (IP): 30
Cord Length: 3m, switch at 1m
Product Weight: 2kg

Noc Light

SmithMatthias

Technical Description

Utility light fixture. Aluminium die cast shade and machined aluminium stem. Noc is fitted using clamp mechanism, offers a directional light output and is powered direct from mains supply. Cable provides 3 metres useable length.



Mounting Type: Clip
Environment: Indoor

Material: Aluminium, powder coated
Finish: Grey, white
Lamp Description: 1 x E14 LED 5W

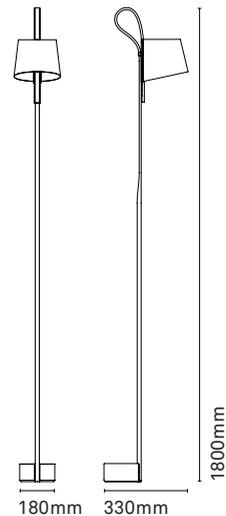
Supply: Mains terminal block 220-240V AC
Ingress Protection (IP): 30
Cord Length: 3m, switch at 1m
Product Weight: 2kg
Colours:
■ Dark Grey - RAL 7106
□ Pure White - RAL 9001

Rope Trick Light

Stefan Diez

Technical Description

Floor lamp offering directional light. Head diffuser in acrylic, with internal heat sink in powder coated anodised cast aluminium. Handle and rear clip are powder coated anodised zinc alloy. Support structure in steel, aluminium, ABS and polypropylene with woven PET mesh cover. Base is two-part injection moulded glass filled ABS with steel weights.



Mounting Type: Floor
Environment: Indoor

Material: Woven PET, Aluminium, Acrylic
Finish: Black
Lamp Description: 1 LED 2700k 965lm (@350ma) CRI80-WW

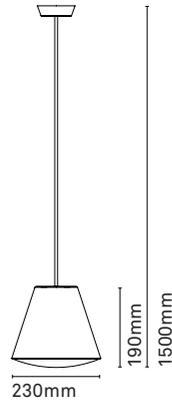
Supply: Mains power cord 220-240V AC
Switch type: Micro-switch dimmer
Internal Voltage: 12-27 DC 350ma
Ingress Protection (IP): 30
Cord Length: 3m
Product Weight: 6kg
Colour:
■ Black-9005 (anodised / powder coated parts)

Sinker Pendant (S)

WH

Technical Description

Suspended light fitting. Body in wet spray or coated, moulded ABS and etched polycarbonate diffuser. Sinker offers a directional light output and is powered direct from mains supply. Cable provides 1.5 metres useable length.



Version: Pendant
Mounting Type: Suspension
Environment: Indoor

Material: Textured ABS
Finish: Black, grey
Lamp Description: 1 x E27 LED 10.5W - DIMMER-ABLE

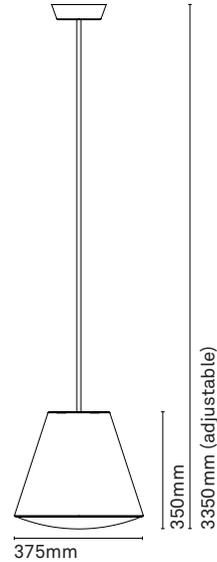
Supply: Mains terminal block 220-240V AC
Ingress Protection (IP): 30
Cord Length: 1.5m
Product Weight: 2kg
Colours:
 ■ Signal Black-9005
 ■ Dusty Grey-7037

Sinker Pendant (L)

WH

Technical Description

Suspended light fitting. Body in wet spray or coated, moulded ABS and etched polycarbonate diffuser. Sinker offers a directional light output and is powered direct from mains supply. Cable provides 3 metres useable length.



Version: Pendant
Mounting Type: Suspension
Environment: Indoor

Material: Textured ABS
Finish: Black, grey
Lamp Description: 1 x E27 LED 13W - DIMMER-ABLE

Supply: Mains terminal block 220-240V AC
Ingress Protection (IP): 30
Cord Length: 3m
Product Weight: 2kg
Colours:
 ■ Signal Black-9005
 ■ Dusty Grey-7037

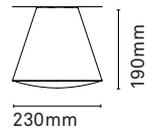
Sinker Ceiling

WH



Technical Description

Ceiling light fitting. Body in wet spray or coated, moulded ABS and etched polycarbonate diffuser. Sinker offers a directional light output and is powered direct from mains supply.



Version: Ceiling
Mounting Type: Ceiling
Environment: Indoor

Material: Textured ABS
Finish: Black, grey
Lamp Description: 1 x E27 LED 10.5W - DIMMER-ABLE

Supply: Mains terminal block 220-240V AC
Ingress Protection (IP): 30
Product Weight: 2kg
Colours:
■ Black-9005

Contact

34 Queen Anne's Gate, SW1H 9AB London, UK
info@wrongforhay.com wrongforhay.com