

# WHITE PLACARD

Electricity... **Now** Intelligent



**About Us** - White Placard was created simply because of the realization and conviction that technology is the future and affordable technology is indeed the future. We invested, researched and developed a profound skill base in LED Lightings, Automation, Robotics and Embedded Systems that has become our trademark and given us the platform to grow and expand. We are a group of highly dedicated engineers based in Tokyo, New Delhi, Jaipur, Jodhpur, Ranchi and other places who develop LED Products, PIR Sensors, Robots, Security Systems, and Embedded Development Suites.

White Placard is dealing mainly in medium to high-end technologies, mostly in manufacturing LED Lighting Solutions, Embedded Systems, Robots, Smart Home Devices and Power Saving Devices of various scales. We specialize in design and development of customized and industrial project based LED Lighting Solutions and other Power Saving Devices. We develop medium and research based robots, precision devices, sensing devices, microcontroller-driven acoustic devices, smart home devices, security systems, and numerous other devices and software needed for developing other functional embedded systems. We also specialize in creating testing tools (software and hardware) for embedded systems. We also manufacture device drivers for embedded devices. We manufacture drivers on-demand for ARM, AVR and 8051 chips. Lately added to our list of credentials is our capability to design and provide Printed Circuit Boards (PCB) at very competitive rates. We also offer consultation services to companies requiring personnel to meet their immediate development demands. The quality and the cost of our products are already established in the market. We have grown wide and deep very quickly in terms of technology, clientele and organization size. Please browse through our pages for a quick overview of products. We are in process of expanding our base to USA and Germany. We value our customers and take pride in announcing that we have been growing not without the support of our customers. Our identity is partly their faith, and we are committed to taking it further.

**Energy Management** - White Placard LED Lightings can save energy and improve light quality, performance and service. The survey says that currently White Placard LEDs are competing successfully with conventional lighting in a variety of general illumination applications because of their high quality and cost-effective performance. Not surprisingly, our industrial and hospitality clientele analysis finds significant energy savings potential for White Placard LEDs compared to the other types of illumination.

**Custom Solutions** - A major strength of White Placard's Optical Innovation strategy is our ability to supply customized solutions for a wide range of LED lighting applications with minimal up front costs and reduced time to market. We are able to customize and provide innovations from materials through to complete systems and finished product designs.

**Stress Tested Solutions** - Our products undergo a system stress test that put a greater emphasis on robustness, availability, and error handling under a heavy load, rather than on what would be considered correct behaviour under normal circumstances.





## DOWN LIGHTS WITH LENS



**15 Watt Down Light**

**Wattage :** 15W  
**LED Quantity :** 15

**Order Code :**  
**WPDLLLED-15**



**1 Watt Down Light**

**Wattage :** 1W  
**LED Quantity :** 1

**Order Code :**  
**WPDLLLED-1**



**3 Watt Down Light**

**Wattage :** 3W  
**LED Quantity :** 3

**Order Code :**  
**WPDLLLED-3**



**6 Watt Down Light**

**Wattage :** 6W  
**LED Quantity :** 6

**Order Code :**  
**WPDLLLED-6**



**7 Watt Down Light**

**Wattage :** 7W  
**LED Quantity :** 7

**Order Code :**  
**WPDLLLED-7**



**3x3 Watt Down Light**

**Wattage :** 9W  
**LED Quantity :** 3

**Order Code :**  
**WPDLLLED-3x3**



**9 Watt Down Light**

**Wattage :** 9W  
**LED Quantity :** 9

**Order Code :**  
**WPDLLLED-9**



**12 Watt Down Light**

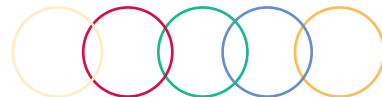
**Wattage :** 12W  
**LED Quantity :** 12

**Order Code :**  
**WPDLLLED-12**

<b>Emitting Color</b>	:	
<b>Guarantee</b>	:	<b>2 Years</b>
<b>Operating Voltage</b>	:	<b>90-300V AC</b>
<b>Viewing Angle</b>	:	<b>15° - 120°</b>



Cast aluminium housing fixed with collimated lens. LEDs mounted on MCPCB by reflow soldering, extruded aluminium heat sink. Spring loaded mounting clips, with separate driver. Also available in Carv Round, Pro, Carv Square, Square, Round, Tilt Square, Surface Round Housings and any other customized/desired luminaires of the same type in higher wattages. Housings of desired colors available on request.



## CHECKERED DOWN LIGHTS



**25 Watt Checkered Down Light**

**Wattage :** 25W  
**LED Quantity :** 25

**Order Code :**  
**WPDLCHK-25**

<b>Emitting Color</b>	:	
<b>Guarantee</b>	:	<b>2 Years</b>
<b>Operating Voltage</b>	:	<b>90-300V AC</b>
<b>Viewing Angle</b>	:	<b>15° - 120°</b>

Plastic housing fixed with inside aluminium heat sinks. LEDs mounted on MCPCB by reflow soldering. Spring loaded mounting clips, with separate driver.



**4 Watt Checkered Down Light**  
**Wattage :** 4W  
**LED Quantity :** 4

**Order Code :**  
**WPDLCHK-4**



**9 Watt Checkered Down Light**  
**Wattage :** 9W  
**LED Quantity :** 9

**Order Code :**  
**WPDLCHK-9**



**16 Watt Checkered Down Light**  
**Wattage :** 16W  
**LED Quantity :** 16

**Order Code :**  
**WPDLCHK-16**

<b>Emitting Color</b>	:	
<b>Guarantee</b>	:	<b>2 Years</b>
<b>Operating Voltage</b>	:	<b>90-300V AC</b>
<b>Viewing Angle</b>	:	<b>Diffused Technology</b>

## DIFFUSED DOWN LIGHTS



**15 Watt Diffused Down Light**

**Wattage :** 15W **LED Quantity :** 12/30

**Order Code :** **WPDLLED-15GD**



**15 Watt Down Light**

**Wattage :** 15W  
**LED Quantity :** 12/30

**Order Code :**  
**Pluto**

Cast Aluminium housing fixed with high quality glass diffuser. LEDs mounted on MCPCB by reflow soldering, extruded aluminium heat sink. Spring loaded mounting clips, with separate driver. Recessed ring with broad trim for all types of ceilings. Ultra soothing effect for eyes. With/Without Reflector. Also available in 5W, 9W, 12W, 18W.



## MR-16 TYPE DOWN LIGHTS WITH LENS



**1 Watt MR-16  
Down Light**

**Wattage :**1W  
**LED Quantity :** 1

**Order Code :**  
**WPRLL-1**



**3 Watt MR-16  
Down Light**

**Wattage :** 3W  
**LED Quantity :** 3

**Order Code :**  
**WPRLL-3**

**9 Watt MR-16 Down Light** **Wattage :** 9W  
**LED Quantity :** 3

**Order Code :**  
**WPRLL-9**

<b>Emitting Color</b>	:	
<b>Guarantee</b>	:	<b>2 Years</b>
<b>Operating Voltage</b>	:	<b>90-300V AC</b>
<b>Viewing Angle</b>	:	<b>15° - 120°</b>

Cast aluminium housing fixed with collimated lens. LEDs mounted on MCPCB by reflow soldering, extruded aluminium heat sink. Spring loaded mounting clips (optional), with separate driver.

## LED TUBE LIGHTS



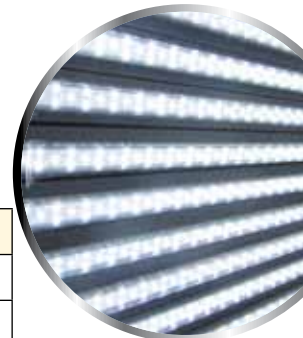
**19 Watt LED Tube Light** **Wattage :** 19W  
**Length :** 4 feet, T5, T8\*

**Order Code :**  
**WPTL-19**



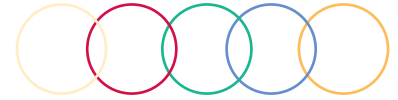
**9 Watt LED Tube Light**  
**Wattage :** 9W  
**Length :** 2 feet, T5, T8\*

**Order Code :**  
**WPTL-9**



<b>Emitting Color</b>	:	
<b>Guarantee</b>	:	<b>2 Years</b>
<b>Operating Voltage</b>	:	<b>90-300V AC</b>
<b>Viewing Angle</b>	:	<b>Diffused/Frosted</b>

LEDs mounted on MCPCB by reflow soldering, extruded aluminium heat sink. With separate/inbuilt driver, both options available.  
\*Customized fittings also available on request.



## LED STRIP LIGHTS



**Wattage :** 5W/Meter, 8W/Meter, 15W/Meter **Package :** 3528,5050

**Order Codes :** WP3528/5,WP5050/5, WP3528/8,WP5050/8, WP3528/15,WP5050/15, WPR3528/15,WPR5050/15, WPR3528/8,WPR5050/8, WPR5050/5, WPR3528/5

<b>Guarantee</b>	:	<b>1 Year on driver</b>
<b>Operating Voltage</b>	:	<b>90-300V AC</b>

LED Strip Light with separate driver used generally for Cove Lighting and False Ceiling. Separate remote and sensors for different color changing modes and wireless operation.

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## LED PANEL LIGHTS



**Wattage :** 18W\*  
**Viewing Angle :** Diffused  
**Finish:** White/Silver  
**Application:** POP Ceiling & Gypsum Ceiling

**Order Code :** WPPL-18R

<b>Guarantee</b>	:	<b>2 Year</b>
<b>Operating Voltage</b>	:	<b>90-300V AC</b>

Aluminium housing fixed with diffuser.Surface Mount LEDs mounted on MCPCB by reflow soldering,extruded and slim aluminium heat sink. Spring loaded mounting clips, with separate driver .

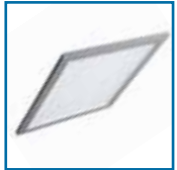
\*Customized fittings also available on request for higher wattages and sizes.



**12 Watt Round Panel Light**

**Wattage :** 12W

**Order Code :**  
**WPPL-12R**



**22 Watt Square Panel Light**

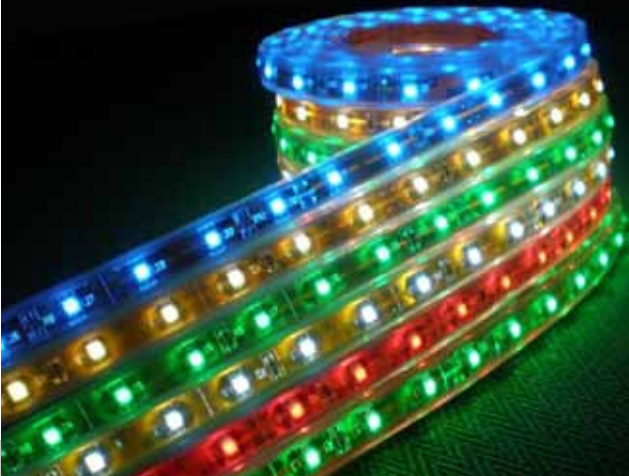
**Wattage :** 22W

**Order Code :**  
**WPPL-22S**



## Technology at work for you

*A New Experience In Lighting*



The future of household lighting will soon be the wide spread adoption and use of White Placard's energy efficient LED lights. However, the present market for LED products is geared mainly towards enthusiasts and early-adopters, the efficiency and cost effectiveness of White Placard's LED lighting systems is now driving the demand for our more affordable LED lights. The products can be manufactured in any desired color, wattages and shapes as per our client's requirements. We use OSRAM, CREE, NICHIA and various other makes (on demand) for the manufacturing of the complete and final products which undergo full stress testing before launch.

The operational life of White Placard LED lamps is 100,000 hours. This is 12 years of continuous operation, or 22 years of 50% operation. The long operational life of our LED lamp is a stark contrast to the average life of an incandescent bulb, which is approximately 2000 hours.

This simple retrofit technology does not restrict a building's daily operation or require a shut down of individual floors or occupied rooms, so owners can enjoy no loss of revenue during installation in addition to a rapid return-on investment.

Our PCBs are made of world's best quality MCPCB in order to increase the heat dissipation and increase the life of our lights. The Aluminium housings used in our lights are of highest electrical grade for better heat dissipation, manufactured by pressure die casting and gravity die casting techniques. We lay stress on increasing the surface area of the housings for better heat management and prolonged life span of LEDs.

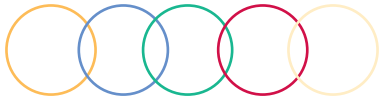
For more details regarding our products and services, please log onto [www.whiteplacard.com](http://www.whiteplacard.com) or send us an email to [info@whiteplacard.com](mailto:info@whiteplacard.com).

## LED OUT DOOR LIGHTINGS STREET LIGHTINGS

White Placard LED Street Lights currently come in different wattages from 6W to 250W and can be adapted for use with any power supply or casing ranging from 90V-300V 50Hz AC. Our street lights are manufactured by using latest thermal heat management techniques, internationally acclaimed profile management through IR reflow techniques, latest printing machines and pick and place equipments.







## LED STREET LIGHTINGS



**80W LED Street Light**      **Wattage :** 80W  
**Size:** 425mm x 380mm x 45mm

**Order Code :**  
**WPSLED-80**



**12W LED Street Light**

**Wattage :** 12W  
**Size:** 145mm x 75mm x 45mm

**Order Code :**  
**WPSLED-12**



**20W LED Street Light**

**Wattage :** 20W  
**Size:** 295mm x 95mm x 35mm

**Order Code :**  
**WPSLED-20**



**30W LED Street Light**

**Wattage :** 30W  
**Size:** 425mm x 210mm x 50mm

**Order Code :**  
**WPSLED-30**



**45W LED Street Light**

**Wattage :** 45W  
**Size:** 425mm x 210mm x 50mm

**Order Code :**  
**WPSLED-45**



**60W LED Street Light**

**Wattage :** 60W  
**Size:** 390mm x 180mm x 55mm

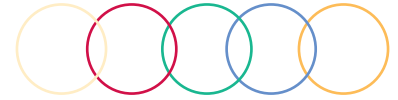
**Order Code :**  
**WPSLED-60**

Full customization available in desired wattage upto 250W on request

<b>Emitting Color</b>	:	
<b>Guarantee</b>	:	<b>2 Years</b>
<b>Operating Voltage</b>	:	<b>90-300V AC</b>
<b>Viewing Angle</b>	:	<b>All Available</b>
<b>Pole Mounting</b>	:	<b>Standard</b>

These lights are a complete and better replacements for the traditionally used HPSV, HPMV and CFLs in street lightings. The huge energy efficient street lights in accordance with performance, quality, time to market and cost efficiency has led the small, medium and large scale industries, hospitality industries, shopping malls and various other areas to adopt our new technology and plan for a better energy management with huge return on investments.

Integral LED Street Light Luminaire comprising of epoxy powder coated aluminium housing, enclosed with glass cover in frame. LEDs mounted on MCPCB by Reflow soldering.



## LED FLOOD LIGHTINGS



**150W LED Flood Light**     **Wattage :** 150W  
**Size:** 425mm x 380mm x45mm

**Order Code :**  
**WPSLED-150**



**10W LED Flood Light**  
**Wattage :**  
10W

**Order Code :**  
**WPSLED-10**



**20W LED Flood Light**  
**Wattage :**  
20W

**Order Code :**  
**WPSLED-20**



**30W LED Flood Light**  
**Wattage :**  
30W

**Order Code :**  
**WPSLED-30**



**60W LED Flood Light**  
**Wattage :**  
60W

**Order Code :**  
**WPSLED-60**



**80W LED Flood Light**  
**Wattage :**  
80W

**Order Code :**  
**WPSLED-80**



**120W LED Flood Light**  
**Wattage :**  
120W

**Order Code :**  
**WPSLED-120**

<b>Emitting Color</b>	:	
<b>Guarantee</b>	:	<b>2 Years</b>
<b>Operating Voltage</b>	:	<b>90-300V AC</b>
<b>Viewing Angle</b>	:	<b>All Available</b>
<b>Mounting</b>	:	<b>Standard</b>



Integral LED Flood Light Luminaire comprising of epoxy powder coated aluminium housing, enclosed with glass cover in frame. LEDs mounted on MCPCB by Reflow soldering. Higher wattage luminaires also available on request.



## INDUSTRIAL LIGHTINGS



### EESI (ENERGY EFFICIENT SOLUTION FOR INDUSTRIES)

Emerging Lighting Technologies, finds that future trends in the lighting area would be stimulated by four main factors: the need for better technical parameters, wider adoption of lighting controls systems, biodynamic lighting systems, and energy efficiency. This methodology is being applied to new energy efficiency measurement standards by equipment types. Technology developers have not yet explored all the design options to make their lighting technology more efficient and suitable for specific end-user requirements. They also have limited knowledge about various control system solutions that could work together with the lighting. Such systems not only need suitable light sources, but also more advanced control systems to achieve the dynamic modifications in lighting. Energy Efficient Solutions for Industries (EESI), a part of White Placard Technologies, provides an insight into the development trends in the lighting technologies and other lighting system components. It also analyzes adoption factors, technology development strengths and gaps in the lighting industry. Further, this research service includes detailed technology analysis and industry trends evaluated following extensive interviews with market participants.

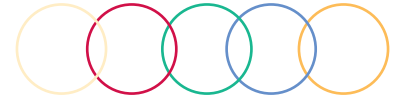
**High Bay LED Lights**      **Wattage :** 30-250W\*

**Order Codes :** WBAY-30/50/80/100/120/150/200/250

<b>Emitting Color</b>	:	Yellow
<b>Guarantee</b>	:	<b>2 Years</b>
<b>Operating Voltage</b>	:	<b>90-300V AC</b>
<b>Viewing Angle</b>	:	<b>15° - 120°</b>

Integral LED Bay Light Luminary comprising of epoxy powder coated aluminium housing, enclosed with/without glass cover in frame. LEDs mounted on MCPCB by Reflow soldering.

\*COB LEDs on request available for high bay lights in desired wattage.



## WALL LIGHTINGS

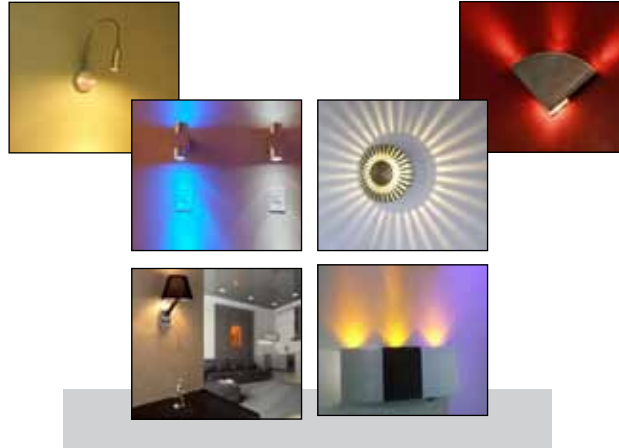


**LED Linear Wall Washer**      **Wattage** : 9-36W

Order Code :

**WPLWWLED-9 to 36**

Integral LED Linear Wall Washer luminaire comprising of extruded aluminium housing. Adjustable mounting bracket for easy aiming. We also provide hanging LED wall light fittings on request.



<b>Emitting Color</b>	:	
<b>Guarantee</b>	:	<b>2 Years</b>
<b>Operating Voltage</b>	:	<b>90-300V AC</b>
<b>Viewing Angle</b>	:	<b>All Available</b>
<b>Mounting</b>	:	<b>Standard</b>

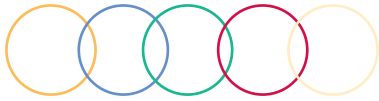


**LED Rectangular Wall Washer**      **Wattage** : 10-60W

Order Code :

**WPRWWLED-10 to 60**

Integral rectangular LED Wall Washer luminaire comprising of extruded aluminium housing, enclosed with glass cover in frame. LEDs mounted on MCPCB by Reflow soldering. Different color display modes available. Remote included for wireless operation.



## BOLLARDS



**LED Bollards**

**Wattage : 7/15W**

Order Codes :  
**WPBL-15/7**

<b>Emitting Color</b>	:	
<b>Guarantee</b>	:	<b>2 Years</b>
<b>Operating Voltage</b>	:	<b>90-300V AC</b>
<b>Mounting</b>	:	<b>Standard</b>

Special surface handling technology to make it more eligible to colours. Die-cast aluminum bollard with high corrosion resistant powder coating. Reflectors for providing uniform surround light. Durable silicon gasket with clear polycarbonate diffuser. Other housing colors also available on request.



PIR Sensor Savings Chart	Without PIR Sensor	With PIR Sensor
Cost of Electricity Per kW/Unit	INR 5.0	INR 5.0
Operational Hours of Passage Tube lights	24	3
Power Capacity of One Tube light in Watts	57	57
Total Consumption in Watts	1368	171
Number of Days	30	30
Total Power Used by One Tube Light in Kilo Watts	41.04	5.13
Amount Paid Per Month	INR 205.2	INR 25.65
Savings Per Month Per Tube Light		INR 179.55

## PIR SENSORS

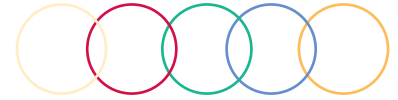


**PIR/Occupancy Sensors**

**Type : Dual, Quad etc.**

<b>Guarantee</b>	:	<b>2 Years</b>
<b>Operating Voltage</b>	:	<b>220~240V AC</b>
<b>Mounting</b>	:	<b>Ceiling, Wall</b>
<b>Detection Angle</b>	:	<b>55°-360°</b>

Our PIR Sensors can detect the infrared rays released by the human body within the detection area and then start the load-light automatically. We manufacture various types of PIR sensors based on the areas to be installed, advanced features and angle of detection.



## HOUSEHOLD LIGHTING



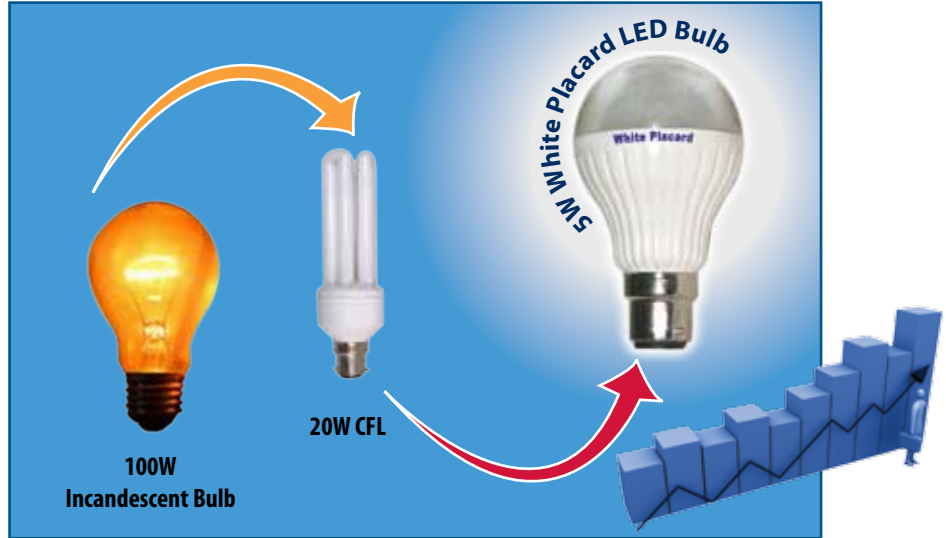
**LED Bulb**

**Wattage** :5-10 W

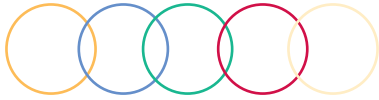
**Order Codes :**  
**WPBLB-5/7/10**

<b>Emitting Color</b>	:	
<b>Guarantee</b>	:	<b>2 Years</b>
<b>Operating Voltage</b>	:	<b>90-300V AC</b>
<b>Mounting</b>	:	<b>Standard</b>

## Presenting A New Revolution In Household Lighting



LED bulb comprising of internal aluminium heat sink. Available in plastic and aluminium housings both. 5W bulb is a complete replacement for 15W-20W traditional CFLs for household applications and downlighting applications by replacing the existing CFLs to ensure more lux without wastage and greater efficiency.



Are you  
saving  
all  
you can



## Simple, fast, retrofit!

Now we present the other benefits of White Placard LED Lighting Solutions:

- The life of White Placard LED Lights is 100000 hours.
- 2 years replacement guarantee in all LED products of White Placard.
- Almost zero maintenance required.
- Repairable.
- We have developed several thermal interface materials and thermal management solutions for various power electronics PCBs used for our ever efficient LED Lighting Solutions.
- We use unique ELT (Edge Lighting Technology) for uniform light transmission. This new technology can effectively relieve eye fatigue.
- High efficiency constant current drive system, with heat protection system that can work under unstable voltage.
- Instant start, no flickering, no humming, no RF interference.
- Our exclusive research teams provide you energy efficient lighting, comfortable and yet bright.
- The THD (Total Harmonic Distortion) is least (<10%) in our lights.
- Eco-Friendly: No Lead, No Mercury, No Air-Pollution.
- We use IR reflow soldering and fully automatic pick and place equipments for a better profile management.

Our simple retrofit technology does not restrict a building's daily operation or require a shutdown of individual floors or occupied rooms, so owners can enjoy no loss of revenue during installation in addition to a rapid return-on investment.

## Benefits

	LIFE(HRS)	LUMENS/ WATT
Metal Halogen	2000	20L/W
CFL	5000	68L/W.
Sodium Vapor	8000	70L/W
Mercury Vapor	8000	70L/W
Metal Halide	10000	80L/W
White Placard LED	100000	140L/W



**Winner at Mines Safety Week, 2012.  
Third Prize by DGMS at SAIL, Ranchi.**



# WHITE PLACARD

## **DISCLAIMER**

White Placard Technologies Pvt. Ltd. reserves the right to make changes without further notice to any products herein to improve reliability, function or design. White Placard Technologies Pvt. Ltd. does not assume any liability arising out of the application or use of any product or circuit described herein; neither does it convey any license under its patent rights, nor the rights of others.

### *Registered office:*

#### **WHITE PLACARD TECHNOLOGIES PVT. LTD.**

Near P.H.E.D. Water Hill Tank,  
Bariatu Road, Ranchi-834009  
Ph:0651-2100155, +919693473780  
E-mail: [info@whiteplacard.com](mailto:info@whiteplacard.com),  
Website: [www.whiteplacard.com](http://www.whiteplacard.com)

### *Manufacturing Units:*

#### **WHITE PLACARD TECHNOLOGIES PVT. LTD.**

- Getlatu, Ranchi-834009, Jharkhand
- Near P.H.E.D. Water Hill Tank,  
Bariatu Road, Ranchi - 834009, Jharkhand