

UK company is light years ahead in Aussie Market

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UK company Light Years Ahead (LYA) recently teamed up with Aussie company, Versalux, to distribute specialised lighting systems for government departments across Australia and New Zealand.



LYA product demonstration at Versalux National Sales Conference 2010.

As a leading designer and manufacturer of high quality, custom-made lighting products in the UK, LYA services the UK Ministry of Justice and Home Office agencies including prisons, police stations, immigration detention centres and court facilities. LYA is unique in that it only targets the custodial sector, and is viewed by the UK government and its contractors as the preferred partner for new-build and refurbishment projects.

With support from UKTI, the British Government's trade and development arm, an extensive series of niche projects were identified for LYA to achieve its expansion plans for the Australian region. This continued the success that LYA has already achieved in overseas markets following the appointment of a distributor for the Kingdom of Saudi Arabia in 2009.

Mike Hudson, Managing Director of LYA, first travelled to Australia in mid-August to meet Versalux's Managing Director, Peter Sword, and his management team at their Head Office in Melbourne.

"There seemed to be a perfect match between the business ethos and personal integrity of both companies, and we are already reaping the rewards as we have received an initial order from Versalux. UK Trade & Investment (UKTI) provided a most professional service. It enabled us to enter this new market with confidence and overall it has been an ideal exporting experience for LYA," said Mike Hudson.

LYA plans to start distribution in Australia in early 2011.

For more information go to the [LYA website](#) or contact John Beagley, Director of Versalux, on jbeagley@versalux.com.au.