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.

Rope Trick
Stefan Diez
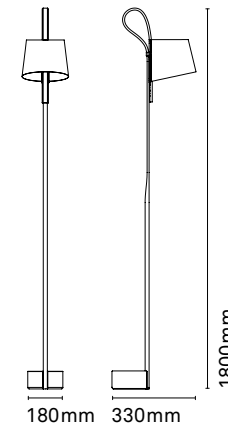
Sinker Pendant and Noc
WH and SmithMatthias

Sinker Pendant
WH

Lighting
Collection

Rope Trick integrates LED technology within a dynamic new form, challenging the idea of a conventional floor light. An original means of adjustment provides both a downward reading light and a diffused uplighter, both dimmable.

Rope Trick
Stefan Diez

1800mm

180mm 330mm

Mounting Type: Floor
Environment: Indoor

Material: Woven PET, Aluminium, Acrylic, ABS
Finish: Black
Lamp Description: 1 LED 3000k (@350ma) CRI80−WW
Lumens: 965 Lumen (lm)

Supply: Mains power cord 220−240V AC
Switch type: Micro-switch integrated dimmer
Internal Voltage: 12−27 DC 350ma
Ingress Protection (IP): 30
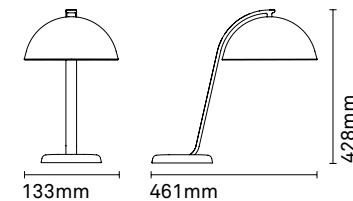**Cord Length:** 2.5m
Product Weight: 6kg
Colour:
■ Black−RAL 9005 (anodised/powder coated/wet spray parts)

Cloche is a table top lamp, providing a directional light. Its black powder coated arm and off-set cast iron base creates a visual imbalance, resembling the suspension of a traditional dining cloche. The shade is available in matt white, matt black and polished copper.

Cloche
Lars Fjetland

133mm   461mm   428mm

Mounting Type: Table
Environment: Indoor

Material: Aluminium, Iron, Copper
Finish: Polished copper, Black, White
Lamp Description: 1 × E14 LED 5W–Warm White
Lumens: 270 Lumen (lm)

Supply: Mains power cord 220–240V AC
Switch type: Inline Switch
Ingress Protection (IP): 30
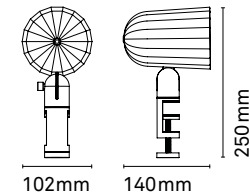**Cord Length:** 2.5m, switch at 0.45m
Product Weight: 5kg
Colour:
☐ Pure White–RAL 9001
■ Signal Black–RAL 9005
▨ Polished Copper

Noc is a universal clamp light with a faceted die cast aluminium shade. Its machined aluminium stem and clamp offers two points of adjustment and can be used on table tops, shelves and headboards. Available in dark grey and pure white.

Noc
SmithMatthias

102mm   140mm   250mm

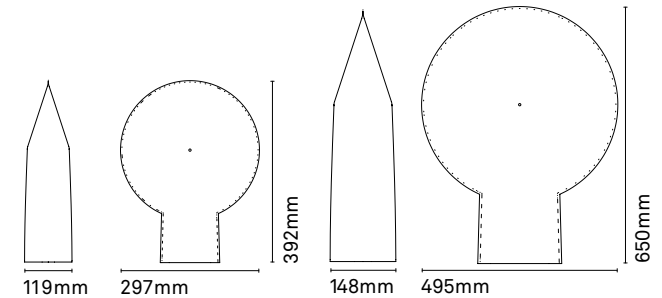**Mounting Type:** Clip
Environment: Indoor

Material: Aluminium, powder coated
Finish: Dark Grey, White
Lamp Description: 1 × E14 LED 5W – Warm White
Lumen: 270 Lumen (lm)

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

Pion is a durable composite paper lamp that provides a clean, diffused light. Its aluminium frame and carbon fibre rod allows for easy assembly, while its shade is UV stable and flame resistant. The larger model is supplied with a dimmable LED bulb and in-line dimmer switch.

Pion
Bertjan Pot

119mm   297mm   392mm   148mm   495mm   650mm

Version: Small/Large
Type: Table
Environment: Indoor

Material: Natural paper
Finish: White
Lamp Description: 1 × E14 LED 5W–Warm White (Sm)/ 1 × E27 LED 13W Warm White (Lg)
Lumen: Small: 270 Lumen (lm), Large 1055 Lumen (lm)

Supply: Mains power cord 220–240V AC
Switch type: In-line switch (Sm)/in-line dimmer (Lg)
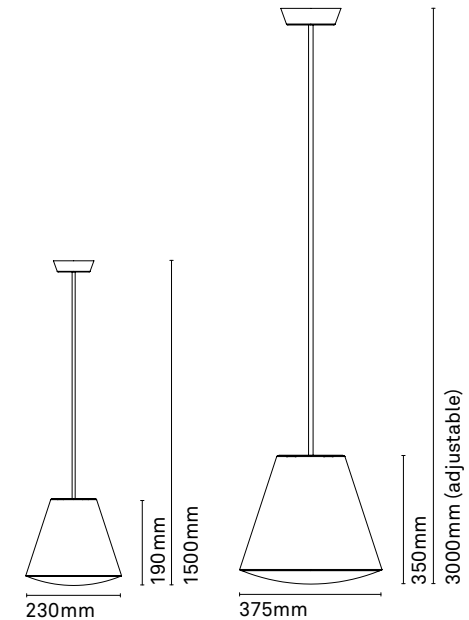**Ingress Protection (IP):** 30
Cord Length: 3m, switch at 1m
Product Weight: 1kg

Sinker Pendant WH

Sinker's simple form and etched acrylic diffuser emits a warm, even source of illumination. The moulded ABS shade is supplied in a matt black or grey finish, and comes with a dimmable LED bulb. The pendant is available in large and small size.

230mm — 190mm — 1500mm

375mm — 350mm — 3000mm (adjustable)

Version: Pendant Small/Large
Mounting Type: Suspension
Environment: Indoor

Material: Textured ABS/PMMA (Acrylic)
Finish: Black, Grey
Lamp Description: 1 × E27 LED 10.5W–Warm White–Dimmer-able (Sm)/ 1 × E27 LED 13W–Warm White–Dimmer-able (Lg)
Lumen: Smal Pendant: 810 Lumen (lm), Large Pendant 1055 Lumen (lm)

Supply: Mains terminal block 220–240V AC
Ingress Protection (IP): 30
Cord Length: 1.5 and 3m
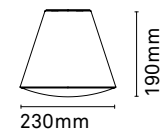**Product Weight:** 2kg
Colours:
■ Signal Black–RAL 9005
■ Dusty Grey–RAL 7037

Sinker is also available as a ceiling light that mounts directly to a surface. The moulded ABS shade is supplied in a matt black and comes with a dimmable LED bulb.

Sinker Ceiling WH

230mm 190mm

Version: Ceiling
Mounting Type: Ceiling
Environment: Indoor

Material: Textured ABS/PMMA (Acrylic)
Finish: Black, Grey
Lamp Description: 1 × E27 LED 10.5W–Warm White–Dimmer-able
Lumen: 810 Lumen (lm)

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

Reference Material

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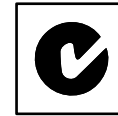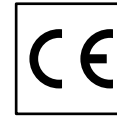
RoHS Directive:
The restriction of the use of certain hazardous substances in electrical and electronic equipment within the European Union. However certain exemptions exist including mercury in lamps, lead in the glass of fluorescent tubes and nickel cadmium in batteries for emergency lighting products.

The LED Bulb
Why they are better
– Incandescents are banned within the EU. CFL's will be phased out shortly as they contain mercury.
– Halogens are far less efficient than LED's, and are very hot, with possible 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 our bulbs is 25,000 hours, that is roughly 8–10 years of reasonable use. After this the efficiency decreases by more than 30%, however the complete life can be much longer than the figure.

Standards and Directives

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.

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.

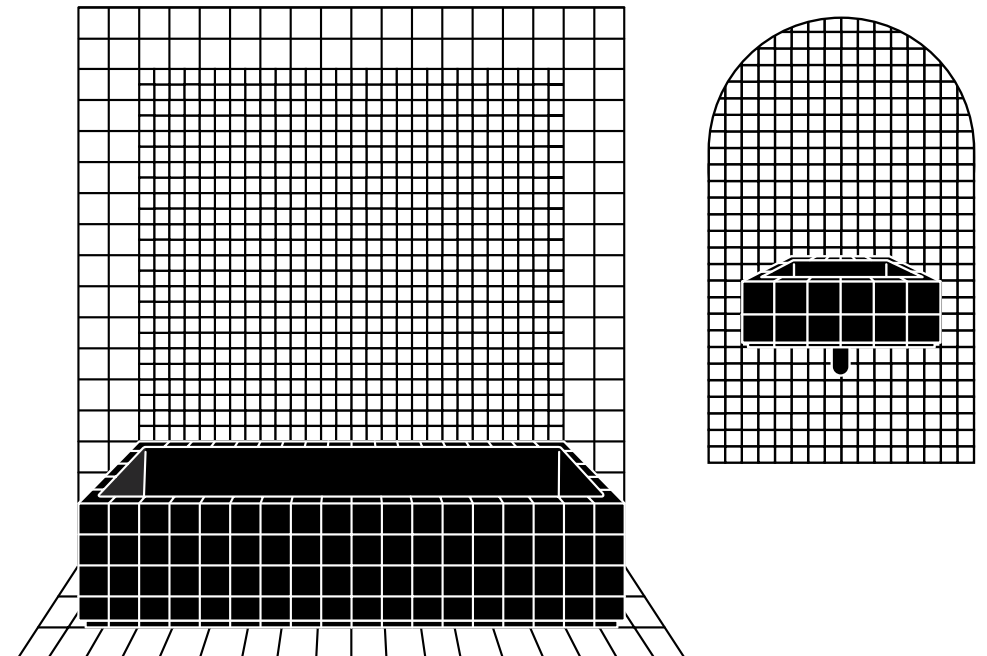6 Protected against access to hazardous parts. Dust-tight.

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

Ingress Protection (IP) Rating

I P 6 7

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