

Top tourist spot adds VELUX to its  
*attractions...*



Bridestowe

Lavender Estate

ESTABLISHED 1922

welcome



# "50,000 visitors were too hot to handle"

*Bridestowe Lavender Estate is the world's largest privately owned lavender farm — and one of Tasmania's top tourist spots. But until recently the success had a downside: large visitor numbers made the heat almost unbearable on hot days. The owner Robert Ravens explains:*

#### Visitors fainted

"The heat was so intense that we had visitors fainting. It didn't do our products any good either. Heat, UV rays and intense artificial lighting caused products to deteriorate on the shelves. Luckily I knew how we could reduce the heat, block the UV rays and provide natural light at the same time."

#### Past experience

"I've used VELUX skylights in 3 houses before and I've always been delighted with the result. They solve all sorts of architectural problems: they bring light to dark areas, fresh air, a feeling of space...in our case VELUX was by far the best and most cost efficient solution."

#### Air-con too expensive

"Our alternative to VELUX was air conditioning and of course we looked into it. But installing and running a system would be prohibitively expensive. With a constant flow of tourists in and out, the energy bill would be astronomical. It wouldn't address our issues with UV rays and artificial lighting either."

Robert Ravens has owned Bridestowe since 2007. Established in 1922, it's not only the largest but also the oldest privately owned lavender farm in the world.

**VELUX®**



"VELUX skylights  
*saved the day...*"



**Natural air conditioning**

"We have 15 VELUX skylights – 8 in the showroom, 6 in the café and one in the kitchen. Most open electronically so it's easy to adjust the amount of fresh air coming in. Even on a hot day we have more than adequate ventilation – and when it rains, the skylights close automatically."

**Free daylight everywhere**

"Thanks to the natural daylight the skylights provide, we rarely need artificial light. Our artificial lights were a major heat source and contributed to deteriorating products. VELUX skylights block heat and UV rays almost completely...and our products look much better in natural daylight."

**Cost saving \$21 a day**

"One of my friends came in one day and asked me: 'Robert, do you understand it's costing you \$21 a day to turn on the lights?'. I'd never done the numbers, so I was quite surprised. And even if cost saving wasn't our primary reason for installing skylights, it's certainly part of the picture."

**VELUX®**



"Light and ventilation -  
*free of charge*"





"It's a  
*different place*"

**"The skylights have transformed Bridestowe Estate. It's a completely different place to visit and to work. And even though it's a long term investment, we can already see the positive impact on our business."**

**Visitors stay longer**

"It's only been a few months since the installation so it's too early to tell if the skylights have any effect on visitor numbers. But it's quite clear that our visitors stay longer. Not just because of the more pleasant indoor climate, also because of the general ambience the VELUX skylights create."

**Products present better**

"Our products last longer and present much better on our shelves. Combined with the fact that our visitors stay longer, I'm sure we'll be able to measure an increase in sales from the retail area as well as from the café down the track."

**Staff are happier**

"The skylights have changed the whole mood of our business. The staff are much happier – natural daylight just seems to lift spirits. Installing VELUX has been even better than anticipated and I'd like to keep the process going: Bridestowe Estate has room for more skylights."









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