

LEDVANCE.COM



LEDVANCE

WATT'S NEW

OCTOBER 2024

**POWER
THROUGH LIGHT**

**THE MOST IMPORTANT TRENDS
FOR THE LIGHTING INDUSTRY**



QUESTION TIME:

WHAT DOES LEDVANCE FOCUS ON IN THE CURRENT LIGHTING SEASON?



MARTIN BRAUN
SALES DIRECTOR
D-A-CH

Mr Braun, **POWER THROUGH LIGHT** is LEDVANCE's new brand positioning – what does it mean?

POWER THROUGH LIGHT represents our ongoing commitment to innovation, sustainability and the well-being of our global community. We want to contribute to a greener planet by reducing CO₂ emissions and waste through sustainable products, solutions and processes. Ultimately, we're describing the cycle of light – from solar energy through photovoltaics to intelligent lighting solutions.

What priorities does LEDVANCE have in the coming lighting season?

We have several priorities. When it comes to LED lamps, we're certainly focusing on offering the widest portfolio of energy efficiency class A products and lamps made from at least 40 percent recycled material. An essential part of our product strategy is also the continuous expansion of our technical lighting ranges, such as undercabinet luminaires, floodlights and work lights. Smart lighting and smart home will continue to gain in importance thanks to the new Matter connectivity standard. We're already offering some products with this pioneering technology.

Decorative product lines seem to be quite important at LEDVANCE. What challenges do you see here?

As a team consisting of marketing, product management and sales we have consciously decided to enter the market with a variety of decorative luminaires. The biggest challenge is to meet today's end consumer expectations in terms of design, colour and material. The product life cycles in the decorative ranges are significantly shorter than, for example, for outdoor luminaires. That's why we need to rapidly develop our product range strategy, use sustainable materials and find the right market access.

What expectations do you have of this lighting season?

Firstly, I'm pleased that we can once again present many new products, innovations and great POS concepts, although the market situation is anything but positive. This is why we're using our portfolio to counteract the market trend, investing even more in our presence at the POS, in innovative display solutions, in multipacks at attractive terms and in new trends. Our newly founded "Renewable Energies" division rounds off our portfolio with photovoltaic modules including accessories.

ALL IN ON LIGHT MEA

More and more customers prefer everything from one place when it comes to outstanding, long-lasting solutions for any requirement. You can look forward to...

LUMINAIRES



LAMPS



ACCESSORIES



E NS LEDVANCE

to shopping – the same is true for light. Good job that LEDVANCE has numerous visually appealing and technically
rd to a new, surprisingly large selection and accessories that today set the standard for impressive lighting experiences.



FLAT LAMPS

SMALL SHAPE,
GREAT
POTENTIAL

Perfect for customers who value quality and style.

Our ultra-compact standard LED lamps with a flat diffuser are particularly suitable for luminaires where the light source needs to remain invisible.

The lamps come in warm or cool white and with E27 or E14 bases. They're also available with innovative 3-stage dimming which allows convenient dimming via the light switch.



Customising made easy: the ring in black or white which is included in each pack allows you to perfectly match the lamp to the colour of your luminaire.

METAL HOUSING LAMPS

PRESENTING DIMMABLE, EXTRA WARM WHITE LIGHT IN THE PERFECT SHAPE

The perfectly matched combination of metal housing and flat lamps or LED filaments immerses rooms in light and style. Available in two shapes and colours – round and square as well as in gold and black. For filaments, your customers can choose between straight or spiral designs to create exactly the look they want.





LED VINTAGE 1906
BIG MAGNETIC
BULB AMBER
DIMMABLE



LED VINTAGE 1906
BIG MAGNETIC
BULB SMOKE
DIMMABLE

BIG BULBS 1906

Big is beautiful! The high-quality materials and appealing look make our 1906 Big Bulb lamps the absolute highlight of any decorative installation. The versions in Amber, Smoke and Tea Brown inspire with their “free-floating” and aesthetic filament. They can also be dimmed.

For an even greater choice, we offer the Big Bulbs in two other versions – in a milky-white look or as a Smoke version with the LED filament in a spiral design.



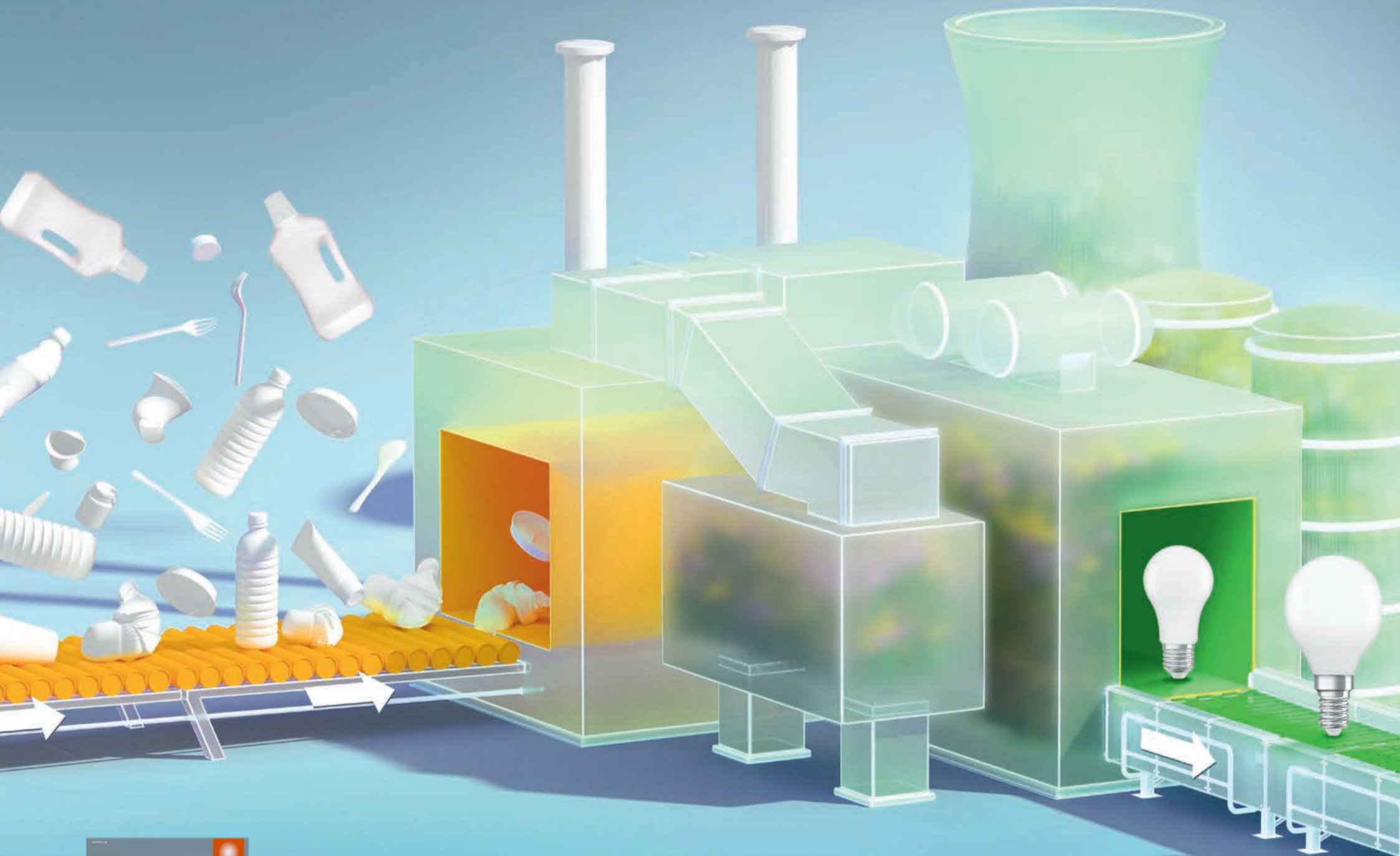
LED
VINTAGE 1906
MILKY



LED
VINTAGE 1906
BIG MAGNETIC
BULB GLASS
SMOKE



LED LAMPS MADE OF AT LEAST 4 RECYCLED PLASTIC



NATURELOOP is our vision for saving plastic in the long term. We use plastic waste such as yogurt pots and plastic straws for producing our plastics.

The result: we almost halve the production of new plastics and save several hundred tonnes of CO₂ per year!

10 different lamp types from the NATURELOOP series are already available to your customers as well as 6 versions of damp-proof luminaires – and we're continuously expanding our range. An attractive packaging concept and strong secondary placements in different sizes will help you convince your customers of the new NATURELOOP products.



0%



ENERGY EFFICIENCY CLASS A LED LAMPS



We're constantly expanding and optimising our range of highly efficient and modern LED lamps.

- ▶ **LED TUBE T8 EM** offering up to 72 % energy savings compared to conventional T8 fluorescent lamps, available in two lengths
- ▶ **DIMMABLE CLASSIC A LAMPS** now in energy efficiency class A (previously class B)
- ▶ **CLASSIC B AND P LAMPS** (candle and round shapes) now in energy efficiency class A (previously class B and C)
- ▶ **WARM WHITE LIGHT COLOUR** now even more pleasant with 2 700 Kelvin (previously 3 000 Kelvin)
- ▶ **NON-DIMMABLE CLASSIC A** (40 – 100 watt replacement), B and P lamps (40 watt replacement) now also in double packs
- ▶ **LED FILAMENT CLASSIC A** non-dimmable, now also as a 150 watt replacement
- ▶ **CLASSIC P ROUND LAMPS** non-dimmable, now also with E27 base
- ▶ **NUMEROUS NEW GLOBE TYPES**

LEDVANCE supports you with numerous activities to motivate the end consumer to switch to energy-saving products.

Among other things, you'll receive promotional displays in various sizes and versions from us.





THE PERFECT SOLUTION
FOR ANY INTERIOR

DECOR LUMINAIRES FROM LEDVANCE

A new DECOR range of luminaires with hundreds of luminaires and numerous product families – each in the same design for a uniform look. Featuring the highest technical standards and excellent workmanship and made from natural or recyclable materials where possible.



FABULOUS FABRICS



DECOR FELT
CYCLINDER PENDANT



DECOR FELT
HAT PENDANT

MAKING THEIR PRESENCE FELT

Striking felt pendant, table and floor lamps in subtle colours, for warm lighting effects thanks to their woven umbrella design.

DECOR FELT
WEAVING CANS
FLOOR

BACK TO THE ROOTS

DECOR RAFFIA

Raffia and subtle green metal combine in these pendant, table and floor lamps to create a warm and natural atmosphere.



IN TOUCH WITH NATURE

These exceptional luminaires made of natural materials such as bamboo paper, raffia, paper, papier-mâché or corrugated cardboard create wonderfully warm mood lighting.



DECOR CARDBOARD

Varied floor, pendant or table lamps made of strikingly light, recyclable material produce very special light reflections.



DECOR CAMEL BELL DECOR LOTUS LEAF

The light and recyclable papier-mâché stands out here.



DECOR PAPER BALE

These pendant, floor or table lamps made of sturdy paper are eye-catchers everywhere, whether it's in the living room, bedroom or kitchen.





EXCITING MATERIALS ADD A SPARK TO THE MARKET



DECOR CONCRETE NEST

This stylish product family combines a symmetrical glass ball with an asymmetrical concrete base to create a stunning contrast of materials. Available as table, wall, pendant and ceiling lamps.



DECOR CONCRETE

This luminaire series is all about subtle colours, geometric shapes and many types.



DECOR CLAY

HARD STUFF – A COMPLETELY DIFFERENT WORLD OF LIGHT

Concrete, clay or plaster – the HARD STUFF category offers different luminaire types for a purist style across all rooms.



DECOR CLAY

Robust clay forms an asymmetrical base and combines with a glass-ball or perforated design to create stunning lighting effects.



HARD STUFF





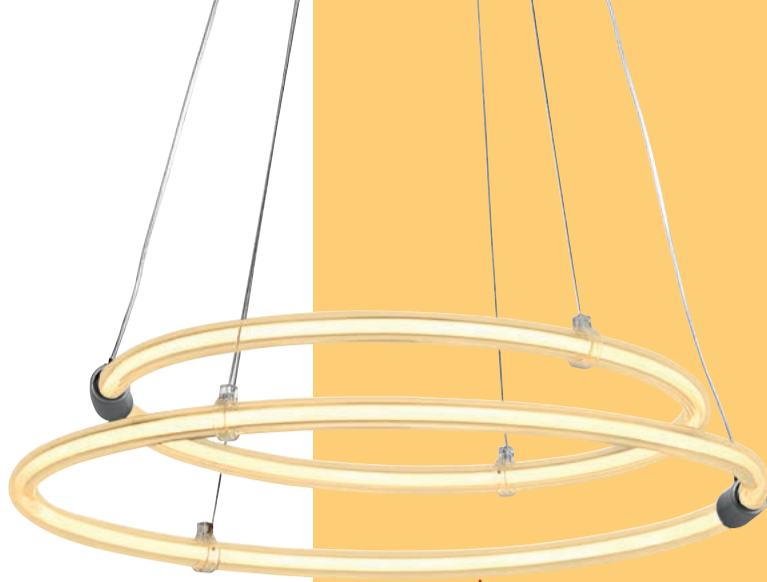
DECOR TERRAZZO

The speckled design of these pendant lights captivates with its extraordinary look and feel in living rooms, bedrooms, hallways and kitchens.



DECOR PLASTER

The cool look and pleasant feel of plaster make for a particularly elegant design. Numerous wall and ceiling lights in different shapes are available.



DECOR AURA

Minimalist luminaires featuring uniform filament illumination and click-dimming function. The table lamp also offers a charging option via USB and the wall light a backlight function.



DECOR CIRCLE

Wall and ceiling light in an elegant decorative ring design and with click-CCT function for changing light colours.

MINIMALISM



MINIMALISM – BECAUSE LESS IS SO MUCH MORE

Different luminaire families with the same design language provide a uniform minimalist style across the home.

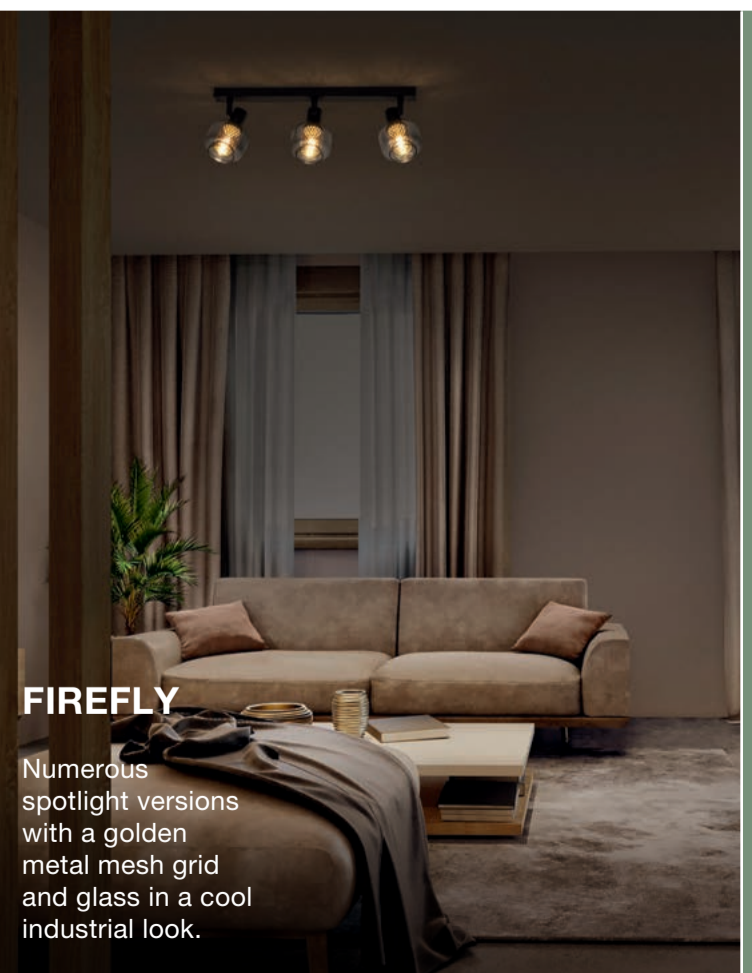


DECOR BUBBLE

Its individual design in high-contrast colours with the lamp at the centre turns the DECOR BUBBLE into a highlight in any interior space, both hanging and standing.



DECOR SPOT FIREFLY



FIREFLY

Numerous spotlight versions with a golden metal mesh grid and glass in a cool industrial look.

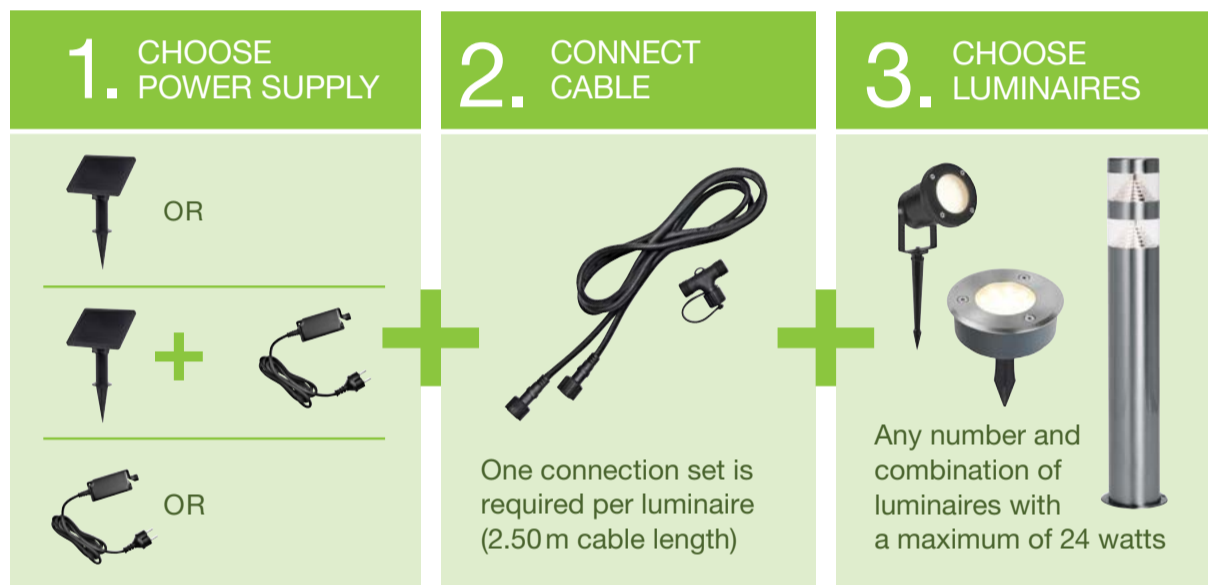
INDUSTRIAL STYLE

LEDVANCE OUTDOOR LUMINAIRES

FORM AND FUNCTION BEYOND COMPARE

THE MODULAR SOLAR HYBRID SYSTEM FROM LEDVANCE

With the ENDURA hybrid system, LEDVANCE presents a sustainable lighting solution that combines solar and mains power, offering a high degree of flexibility, independence and cost efficiency in addition to pleasant, atmospheric light.



OUTDOOR LUMINAIRES WITH INTEGRATED LED MODULES

Our more than 80 different models tick all the boxes for state-of-the-art outdoor lighting.



SOLAR-POWERED OUTDOOR LUMINAIRES

Attractive design, high energy efficiency, easy handling – our LED lighting portfolio currently includes more than 30 solar-powered models, offering exactly what your customers expect from good outdoor lighting.



REPLACEABLE LIGHT SOURCE

SOCKETED OUTDOOR LUMINAIRES

Cross-selling is king. Socketed luminaires are in fashion because their lamps are replaceable and therefore freely selectable. And your customers will find the lamps in numerous shapes and light colours on our shelves.



NEW: FLOODLIGHTS IN ENERGY EFFICIENCY CLASS A

**HALVE ELECTRICITY COSTS,
KEEP THE SAME LIGHT OUTPUT**

The new floodlights consume only 50 % of electricity compared to conventional floodlights – but with the same light output! The cool white spotlights in a black aluminium housing are available in four power levels from 800 to 4500 lumens.



only **50%**
power consumption



SOLAR FLOODLIGHT



Environmentally friendly solar floodlights for outdoors, garages, building facades and garden sheds. Energy-efficient thanks to state-of-the-art LED technology, including 5m connection cable, motion detector, daylight sensor and remote control for advanced sensor settings.



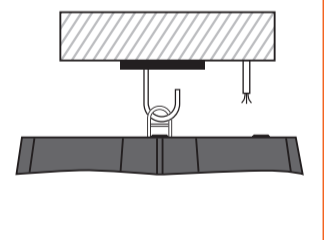
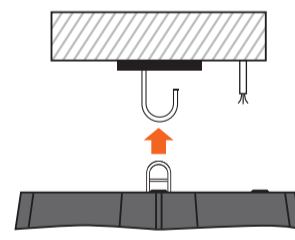
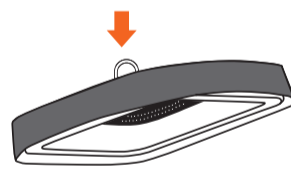
FLOODLIGHTS HIGHBAY

LED floodlights with hooks and very high light output of 9650 or 16500 lumens, ideal for rooms with high ceilings or halls.



WITH A HANDY HOOK –
EASY TO HANG UP

**SIMPLE MOUNTING
BY HOOK**



Perfect for indoor refurbishment:
Floodlight with 3 – 4 folding,
90° rotating luminaire heads and
common E27 lamp base.

ONE FOR ALL, ALL FOR ONE

BATTERY POWER FOR ALL ALLIANCE

The battery-powered LEDVANCE LED WORKLIGHTS BATTERY POWER FOR ALL ALLIANCE is compatible with Bosch's 18-volt lithium-ion battery system and is available in two wattages (15W, 45W).

The 45-watt version is a multi-functional work light with Click DIM (25%, 50%, 75%, 100%) and USB power bank functionality.



Simply take the multi-functional work light wherever you need it. Also suitable for outdoor applications (IP54).



 **BOSCH**

POWER FOR
ALL 18V
ALLIANCE



The universal battery for all devices offers great versatility and is quick and flexible to use.



This stable and bright work light offers plenty of light wherever it's needed most. For indoor applications (IP20).



LED WORK LIGHTS

Time for a bit of DIY. Our portable, highly efficient lighting solutions offer up to 80% energy savings over conventional work lights.

LED FLOOR WORK LIGHT

Stable battery-powered work light with 2000 lumens on a tripod for maximum flexibility and mobility, with charging cable.



BASIC WORK LIGHT

Basic portable battery-powered work light, 5 hours charging time, up to 5 hours operating time, dimmable.



LED HIGH POWER WORK LIGHT

Bright LED work light with 8200 or 14000 lumens, dimmable, with two USB outputs and two mains sockets.



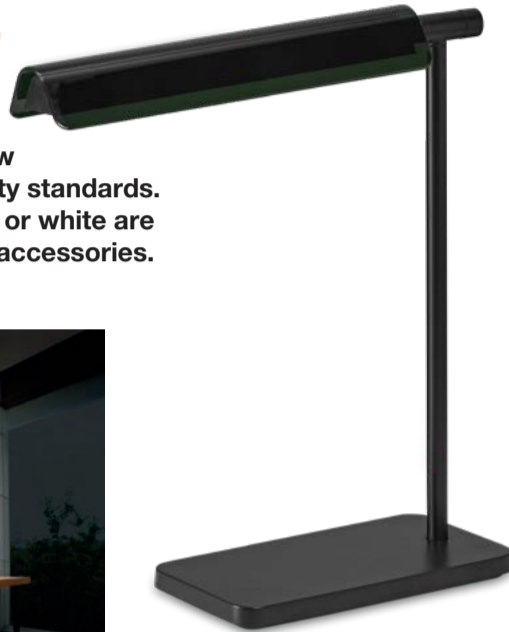
OFFICE LINE
CUBOID



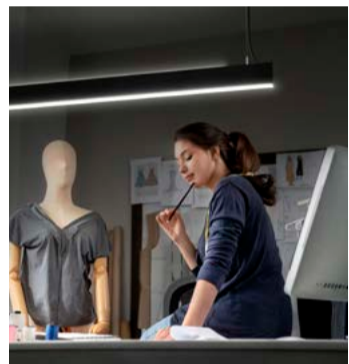
OFFICE LINE
SLAB

FOR LIGHT BULB MOMENTS IN THE OFFICE

The quality of work in the office or home office also depends on the light. We have numerous new models in our range to help you meet those quality standards. The super slim aluminium pendant lights in black or white are dimmable and include mounting and connection accessories.



OFFICE LINE DESK ROOF



Our highly efficient office luminaires blend into any working environment.



PERFECT LIGHT IN EVERY CORNER

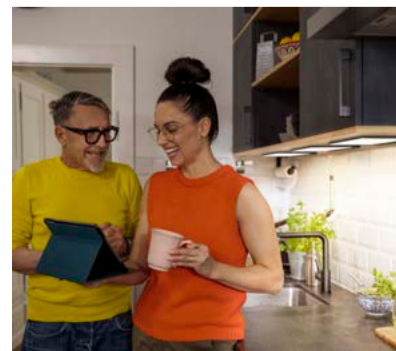
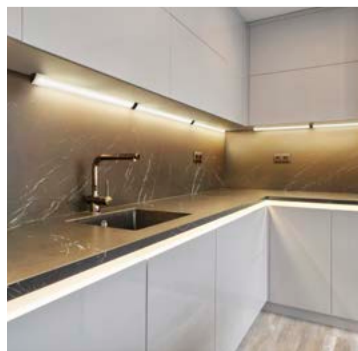
Whether in the kitchen or for cabinets and shelves, our undercabinet lighting is practical and provides a pleasant atmosphere thanks to its beautiful, indirect illumination. Also available as dimmable or sensor versions.

UNDERCABINET
LED SOCKET

LINEAR
ANGLE
FRAMELESS

UNDERCABINET
PANEL
FRAMELESS

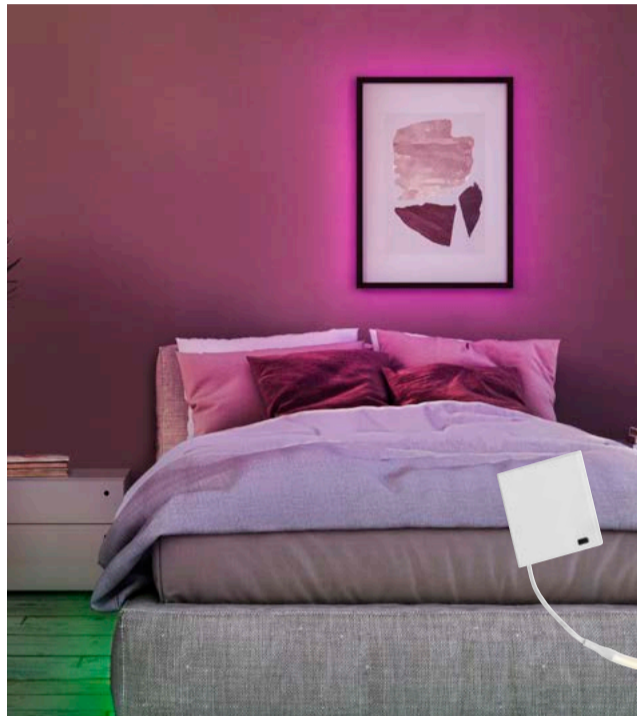
Our numerous undercabinet luminaires are practical, durable and efficient.



BRIGHTENING THE MOOD

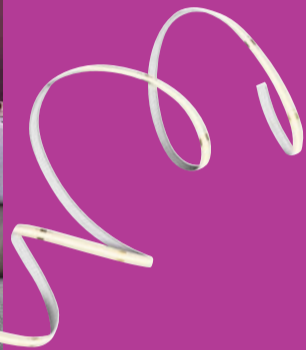
LED FLEX STRIPS

VARIOUS MODELS OF OUR NEW DECORATIVE LED FLEX STRIPS COME WITH NUMEROUS PRODUCT FEATURES THAT CREATE THE RIGHT ATMOSPHERE FOR ANY SETTING.



BATTERY FLEX

Super slim, battery-powered, self-adhesive and versatile.



FLEX SWEEP SENSOR

Slim and flexible undercabinet luminaire with motion sensor and dimmer, self-adhesive.



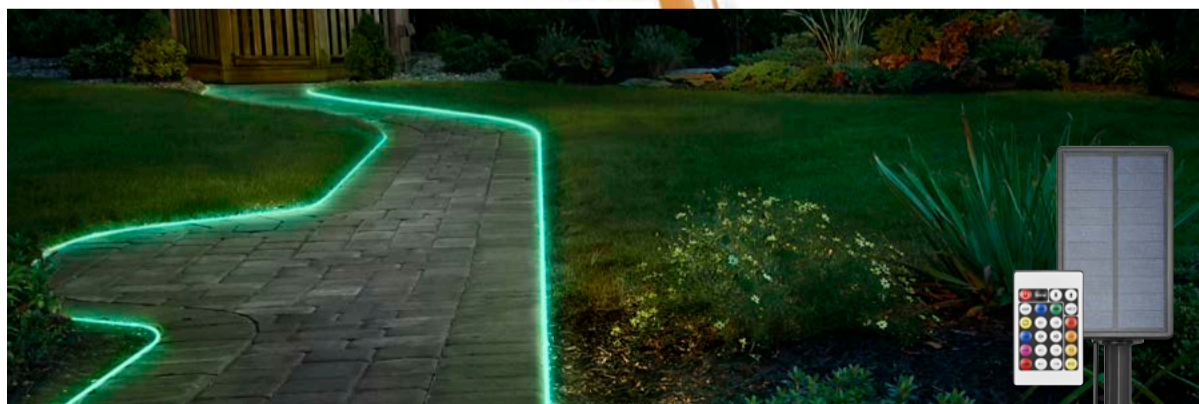
USB FLEX COB

NEW: can be used without a socket thanks to USB charging. Uniform light distribution, flexible to install and includes remote control.



SMART+ WIFI MAGIC RGB NEON FLEX

Customised, uniform colour changes, synchronisable to music.



MAGIC RGB OUTDOOR SOLAR FLEX

Atmospheric, colourful and power-independent solar outdoor lighting with twilight mode.





MAKING A HOUSE A HOME WITH DECOR SPOTS

Whether your customers want to shine a light on something special with a single spotlight or want to illuminate an entire room with two, three or four spotlights, we'll have the right product for you because we added numerous new decorative spotlight models to our range. Our attractive world of spotlights dazzles with its timeless look in black, white or silver and almost exclusively with integrated LED modules.



DECOR SPOT JUPITER

Timelessly functional chic: adjustable spotlights with LED module and a beam angle of up to 65°.



DECOR SPOT MERCURY

This spotlight features replaceable OSRAM GU10 lamps and is available in four different sizes and two colours each.



DECOR SPOT SATURN

LED spotlights in a purist design provide directional light through moving heads at a beam angle of up to 118°.



DECOR SPOT MARS

With 3-stage switch (Click Select) for switching the base and headlight on and off separately, beam angle up to 290°.



ALL OVER THE

ISLAND PLACEMENTS ADDED SALES WITH A SYSTEM

High-quality permanent placement system based on TEGO provided by LEDVANCE. Perfectly showcases wall, ceiling and table lights and offers the option of secondary placements for great sales opportunities.



With variable side and floor panels, for placement with or without merchandise, providing maximum flexibility at the POS.

SHELF PLACEMENTS YOU BUY WITH YOUR EYES

Good customer guidance and clarity are essential at the POS – especially when it comes to lighting.

Eye-catching, well-structured shelves show off the products to perfection. The well-thought-out consumer guidance ensures successful sales.



PLACE

SECONDARY PLACEMENTS SEEING AND BUYING ON IMPULSE

Striking, customised 1/1 and 1/2 pallet placements set advertising accents in busy market areas and ensure impulse purchases. Perfect for fast-moving products as well as suitable product combinations such as luminaires and lamps for socketed luminaire displays.



ABOUT LEDVANCE

With offices in more than 50 countries and business activities in more than 140 countries, LEDVANCE is one of the world's leading general lighting providers for professional users and end consumers. Having emerged from the general lighting business of OSRAM GmbH, LEDVANCE offers a wide-ranging assortment of LED luminaires for a broad spectrum of application areas, intelligent lighting products for Smart Homes and Buildings, one of the largest LED lamps portfolios in the industry as well as traditional light sources.

LEDVANCE GmbH
Parkring 1-5
85748 Garching
Germany

Customer Service Centre:
kundenservice.retail@ledvance.com

Germany:
Phone: +49 89 780673-670



LEDVANCE

OSRAM 

LEDVANCE is licensee of product trademark OSRAM for lamps products in general lighting.

WE PROMOTE SOLAR ENERGY LEDVANCE RENEWABLES

LEDVANCE Renewables – our system solution for photovoltaics from a single source includes a comprehensive range of products and services with photovoltaic modules, inverters and battery storage for residential and commercial applications.



RE **NEW** ABLES

[LEDVANCE.COM](https://www.ledvance.com)