



# WATT'S NEW

AUGUST 2023

**OUR  
STRATEGY  
FOR A  
CLEAN  
FUTURE**



# A PERSONAL VIEW:

## WHAT SUSTAINABILITY MEANS FOR LEDVANCE AND FOR YOU



**MARTIN BRAUN**  
SALES DIRECTOR  
D-A-CH

**Martin, you were recently made responsible for the sales strategy for end customers at LEDVANCE. What are you planning?**

Sustainability and in particular energy savings are very important issues and therefore run like a thread through everything we do at LEDVANCE. They go far beyond the development of energy-efficient products. We are focusing more and more on sustainable materials and innovative technologies, including smart technologies. In future, some of our products will be made from recycled material. And we intend to make it as easy as possible for retailers and end customers to choose energysaving products because then each and every one of us can make a small contribution to the bigger picture.

**What do retailers get from all your sustainability work?**

Our LED products can save an enormous amount of energy and therefore CO<sub>2</sub>. Everyone benefits: we all benefit from a cleaner environment, and end users benefit because products in Energy Efficiency Class A can offer energy savings of up to 93% compared to conventional incandescent lamps. For retailers, this is directly associated with increased sales because more and more end customers are asking for lighting solutions that are as sustainable as possible.

**What can consumers expect when they visit a store?**

They need to find what they are looking for quickly and easily so, for example, we have developed a consumer-friendly shelf concept and a new packaging design for LED tubes. Unmistakable symbols bring clarity and ensure that customers can be confident that they are buying the right lamp. Finding the right sustainable lamp has never been easier. In terms of the products themselves, the focus continues to be on expanding the range of highly efficient lamps and, more recently, on offering luminaires in Energy Efficiency Class A.

**Are there any other interesting trends or market developments?**

Yes, we are seeing a clear trend toward luminaires with replaceable light sources for indoors and outdoors. LEDVANCE is responding to this trend by extending its portfolio to include numerous socketed luminaires. Retailers benefit here because they can sell luminaires and matching light sources at the same time.

**Last question: how important will the new MATTER smart home connection standard be?**

Very important! For the coming lighting season LEDVANCE is preparing numerous lamps, a flex strip and smart sockets, all of which will be compatible with MATTER. This means that smart home products of all kinds and from any manufacturer can be easily combined with the LEDVANCE SMART<sup>+</sup> APP, saving a lot of time and trouble.

# LEDVANCE: SUSTAINABLE

Sustainability is a key factor in our strategic decisions and an essential part of our day-to-day business for addressing climate change and shortage of resources. We are cutting down on the use of natural resources, saving energy in the production and transportation of our products and thereby reducing our emissions. We recycle lamps and other materials to minimize waste, take responsibility for our employees and promote sustainable action in the lighting industry. In this way, we are helping our customers to save energy and reduce their ecological footprint.

## FROM LINE ... TO LOOP

Most industries are still characterized by linear operations (take, make, waste). Circularity is our goal, in other words a circular economy that ensures that products and raw materials are in used for the longest possible time.



Avoidance, recycling, energy recovery and safe waste disposal are therefore fundamental to our sustainability strategy.

# YOUR PARTNER FOR THE LIGHTING SOLUTIONS



All our sustainability objectives are focused on creating innovative lighting products that leave nothing to be desired in terms of outstanding quality of light and maximum durability.



## ECOVADIS SILVER MEDAL

The EcoVadis Silver Medal honors our efforts in connection with the environment, ethics, human rights and sustainable procurement. Our goal for 2024 is the gold medal.



## LEDVANCE IS ISO 14001 CERTIFIED

ISO 14001 provides guidelines for an effective environmental management system as well as for audits, communication and lifecycle analyses.



## UN GLOBAL COMPACT

LEDVANCE is a signatory to the Global Compact of the United Nations (UN) and supports the ten principles regarding human rights, labor standards, environmental protection and the fight against corruption.

## IMPRINT

Publisher: LEDVANCE GmbH, S EU-W MK RET, Parkring 29-33, 85748 Garching, Legal responsibility: Bernhard Buley  
Editorial: S EU-W MK RET, [www.ledvance.com](http://www.ledvance.com)  
Production: Sainer Werbeagentur GmbH, [www.sainer.de](http://www.sainer.de)

# BYE-BYE FLUORES HELLO LED!

In its fight against climate change the EU in recent years has been encouraging the lighting industry to switch to more sustainable and more energy-efficient products. We at LEDVANCE support this initiative in every respect – for a more sustainable future.

## 2023 FLUORESCENT LAMP BAN

Circular T5/T9\*  
fluorescent  
lamps

25.02.

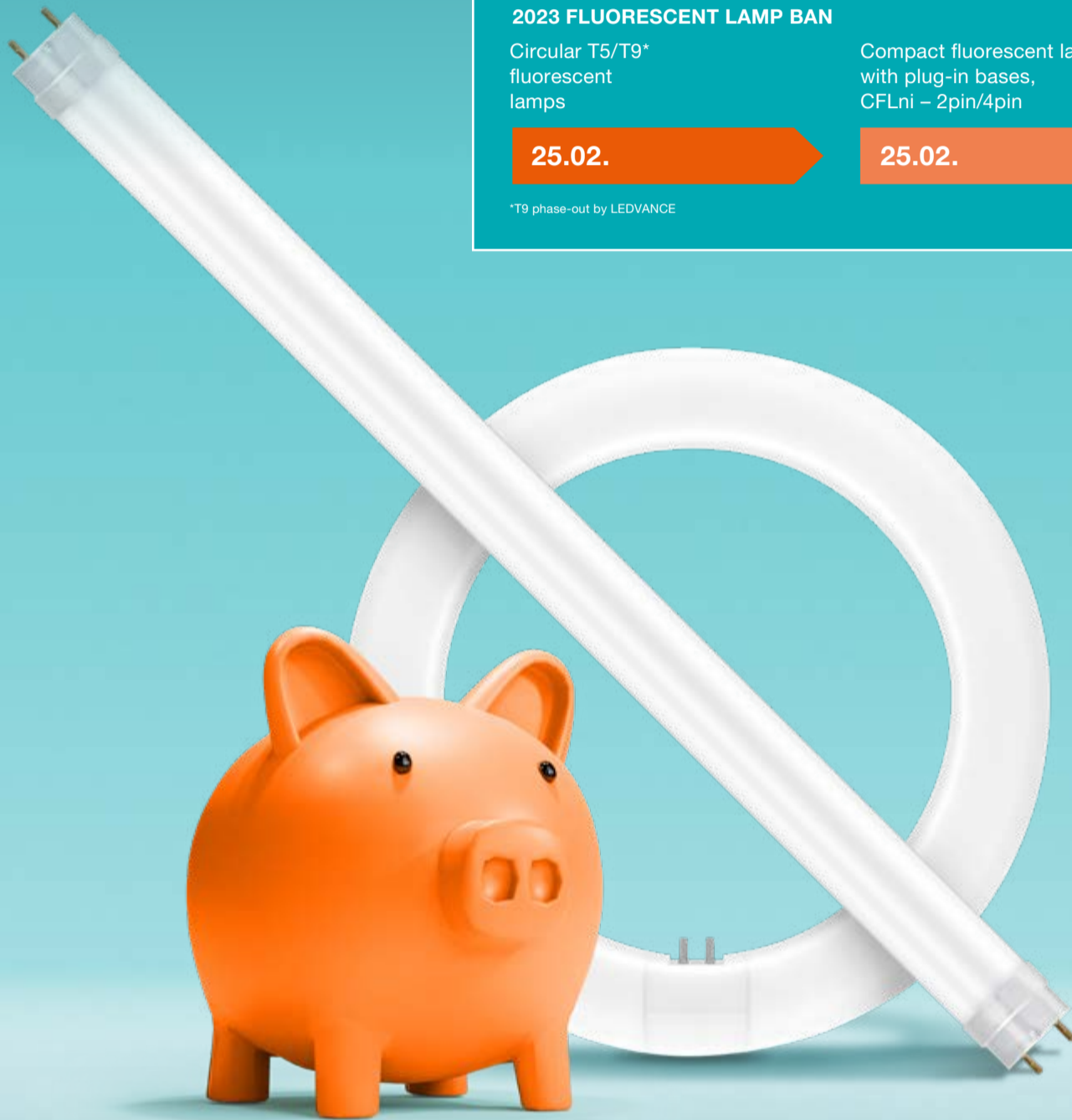
Compact fluorescent lamps  
with plug-in bases,  
CFLni – 2pin/4pin

25.02.

T5 and T8 linear  
fluorescent  
lamps

25.08.

\*T9 phase-out by LEDVANCE



## A WIN-WIN-WIN FOR EVERYONE

The EU's lamp ban will bring wide-ranging benefits to all parties concerned thanks to our extensive range of replacement products equipped with ultra-efficient LED technology.

### 1. BENEFITS FOR YOU:

Higher ticket values  
and increased sales



### 2. BENEFITS FOR YOUR CUSTOMERS:

Savings of up to €150 over 10 years, for example, by replacing a conventional 58 W fluorescent lamp with an 18.3 W LED tube (electricity price 0.40 €/kWh)

#### WHAT'S MORE:

LED replacement products do not contain mercury so there is no health risk.



### 3.

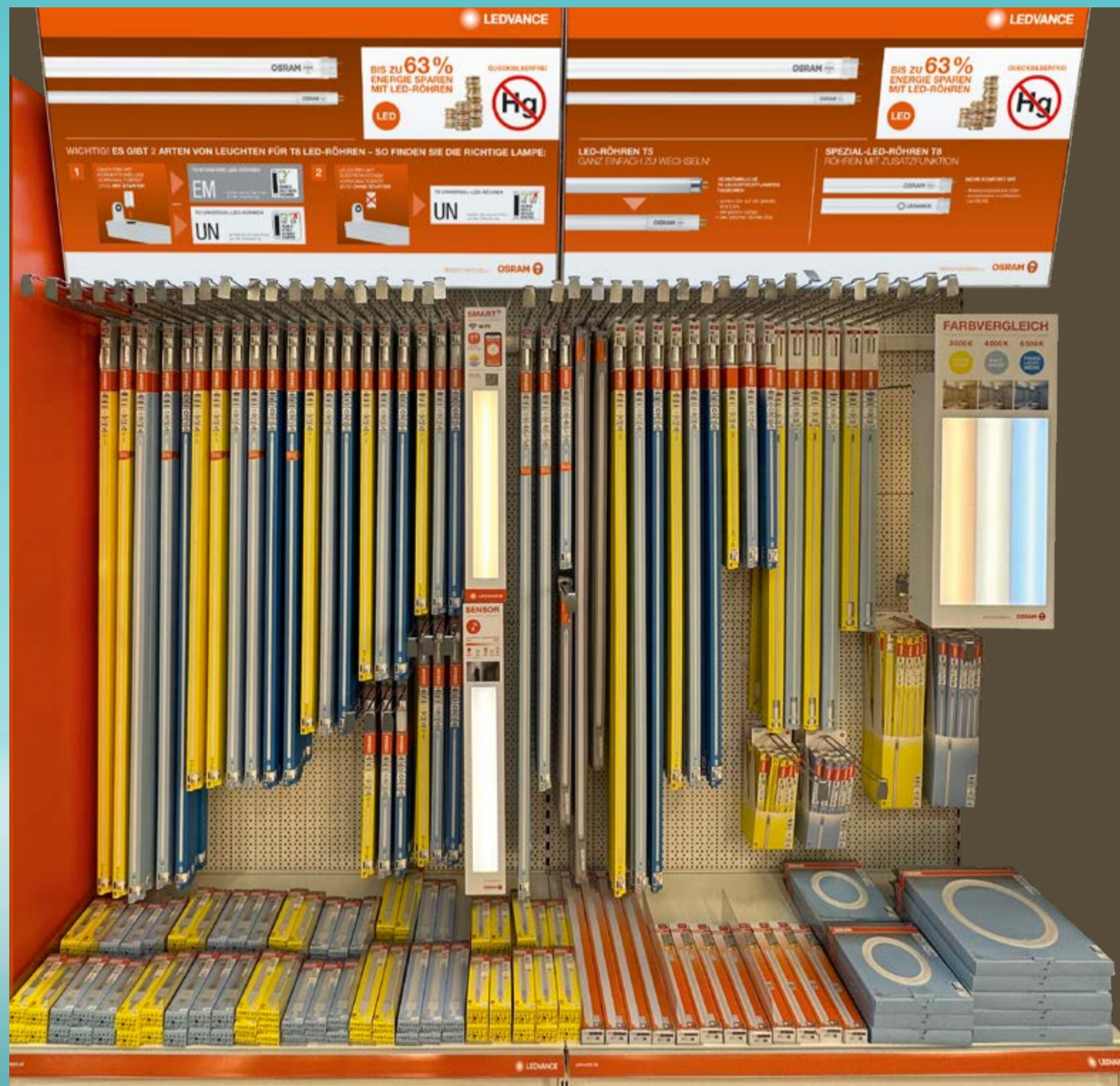
**BENEFITS FOR US ALL:**  
Energy savings and reduced CO<sub>2</sub> emissions protect the environment.



# CENT LAMP ...

## THE NEW POS CONCEPT: ALL SORTED

At the point of sale we offer an eye-catching and structured shelf display for successful sales. The products are arranged with the consumer firmly in mind. Shelf headers and demo tools provide a long-range signal effect and provide additional information for your customers.



### THE LEDVANCE LAMP FINDER HAS THE ANSWER

From autumn 2023 your customers can easily find out which innovative LED solutions are available for replacing their old fluorescent lamps at [www.ledvance.com](http://www.ledvance.com).

# A CLASSIC REDEFINITION TOP DESIGN AND INNOVATIVE TECHNOLOGY



## THE NEW VINTAGE EDITION 1906

The Vintage Edition 1906 from LEDVANCE breathes new life into historical lamp shapes. These design highlights combine classic style with efficient LED lighting technology. The extended range now includes dimmable types with colored glass, for example in the attractive colors of pink and blue.

# LED: LOGY



## **REAL EYE-CATCHERS: FILAMENT MAGNETIC DECO LAMPS**

Unusual design thanks to new technology: the usual filaments and holder are replaced by an LED thread which is attached to the end of the bulb by a small magnet. The lamps are ideal for decorative installations providing an atmospheric light and are available in different colors and shapes.

# OUR WALL AND CEILING LUMINAIRES SOMETHING FOR EVERYONE

More and more customers are appreciating the combination of modern design and energy-efficient technology. That's precisely what they will find in the attractive families of wall and ceiling luminaires from LEDVANCE. Thanks to the breadth of the product ranges, the luminaires within a family can be perfectly matched to one another. And state-of-the-art LED technology makes all the luminaires extremely energy-efficient. [Here are our latest highlights:](#)

## SPIRAL

Elegant ceiling luminaires in a spiral design with an unusual lighting effect. Also available as a smart luminaire with adjustable lighting scenes by switching from warm white to cold white light (Tunable White 3000K–6500K). Available in round, oval or square designs and in a wide range of sizes.

Attractive, clearly laid out shelf placements make choosing the right product very easy for your customers.



# LUMINAIRES. E.



## SOCKETED LUMINAIRES

Wall and ceiling luminaires that can be fitted with LED light sources of your choice. Here are the best examples: ORBIS PARIS made of fabric in three sizes and colors or ORBIS MADRID in metal and glass, available in four colors.



## LUMINAIRES WITH INTEGRATED LED MODULES

Our expanded range features sleek design and a variety of shapes, colors and sizes. For example: ORBIS MOIA with a very shallow diffuser. Available with a diameter of 280 mm or 480 mm in high-contrast black or unobtrusive white.

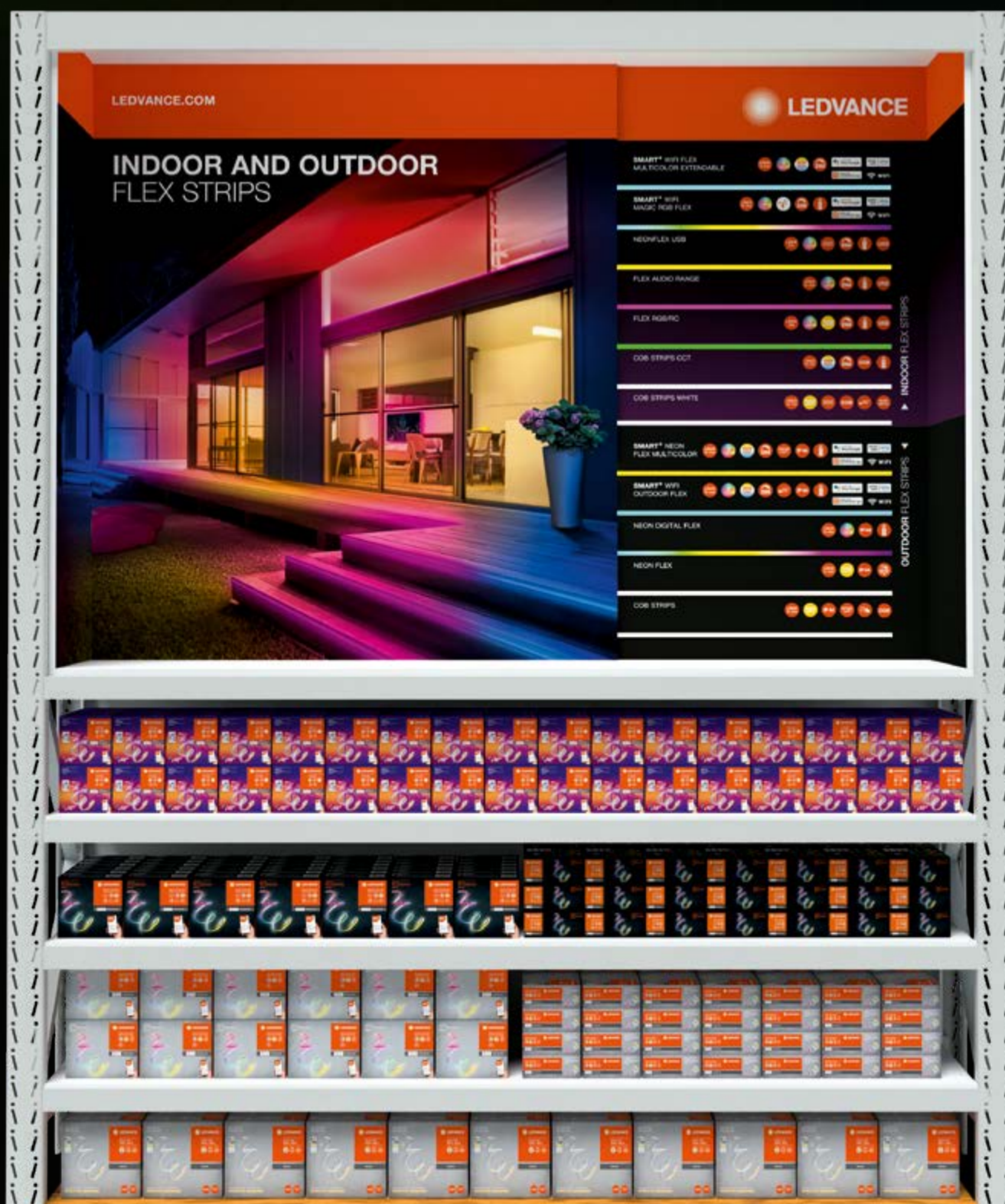
# FLEXIBLE ALL DOW

The large selection of decorative LED strips for indoors and outdoors, with or without WiFi technology, is a huge hit, and not just with party-lovers. LEDVANCE's flex strips are quick and easy to install and combine, creating an impressive multi-colored or white-light effect with maximum flexibility.

Neat and attractive: the strips are sorted according to indoor or outdoor use, with pictograms to explain their most important characteristics.

## SMART<sup>+</sup> LED STRIPS INDOOR AND OUTDOOR

Our latest highlight is the SMART<sup>+</sup> WiFi RGBIC Flex: Thanks to advanced technology, multiple colors can be displayed simultaneously on the LED strip – via an app, voice command or the supplied remote control. It also has a Music Sync function which changes the colors automatically to the rhythm of the music.



# N THE LINE



## COB LED STRIPS INDOOR AND OUTDOOR

Newcomers to the portfolio, these strips can handle anything, inside (IP20) or outside (IP44), and can be laid to follow curves. Homogeneous light distribution is achieved by the fluorescent powder coating. They feature state-of-the-art chip-on-board (COB) technology. The indoor version with remote control is also available with the option of warm white and cold white light.



## INDOOR AND OUTDOOR LED STRIPS

Several products have also been added to the range of non-smart LED strips. Best examples: NEONFLEX USB is now available with remote control and a USB connection. New Flex models with the Music Sync function are available in different versions with or without remote control.

# THE NEW LIGHT & S

Increasing numbers of gamers, video-on-demand users and music streamers in Germany show that digital media are an integral part of our everyday lives – in all areas of entertainment. Our new highlights in the LEDVANCE Entertainment portfolio will be greatly appreciated by all the target groups – by gamers for dynamic screen lighting, and by party-goers and music lovers for the Music Sync function. And by everyone else simply as a fun source of colored accent lighting to create atmosphere.

## SMART+ WIFI ENTERTAINMENT

Smart products with RGBW light for a cool atmosphere and variable lighting scenes, including slim floor lights, wallwashers and ceiling lights. Some products can react to sound or let you choose your favorite colors segment by segment.



## DYNAMIC TV BACKGROUND LIGHTING

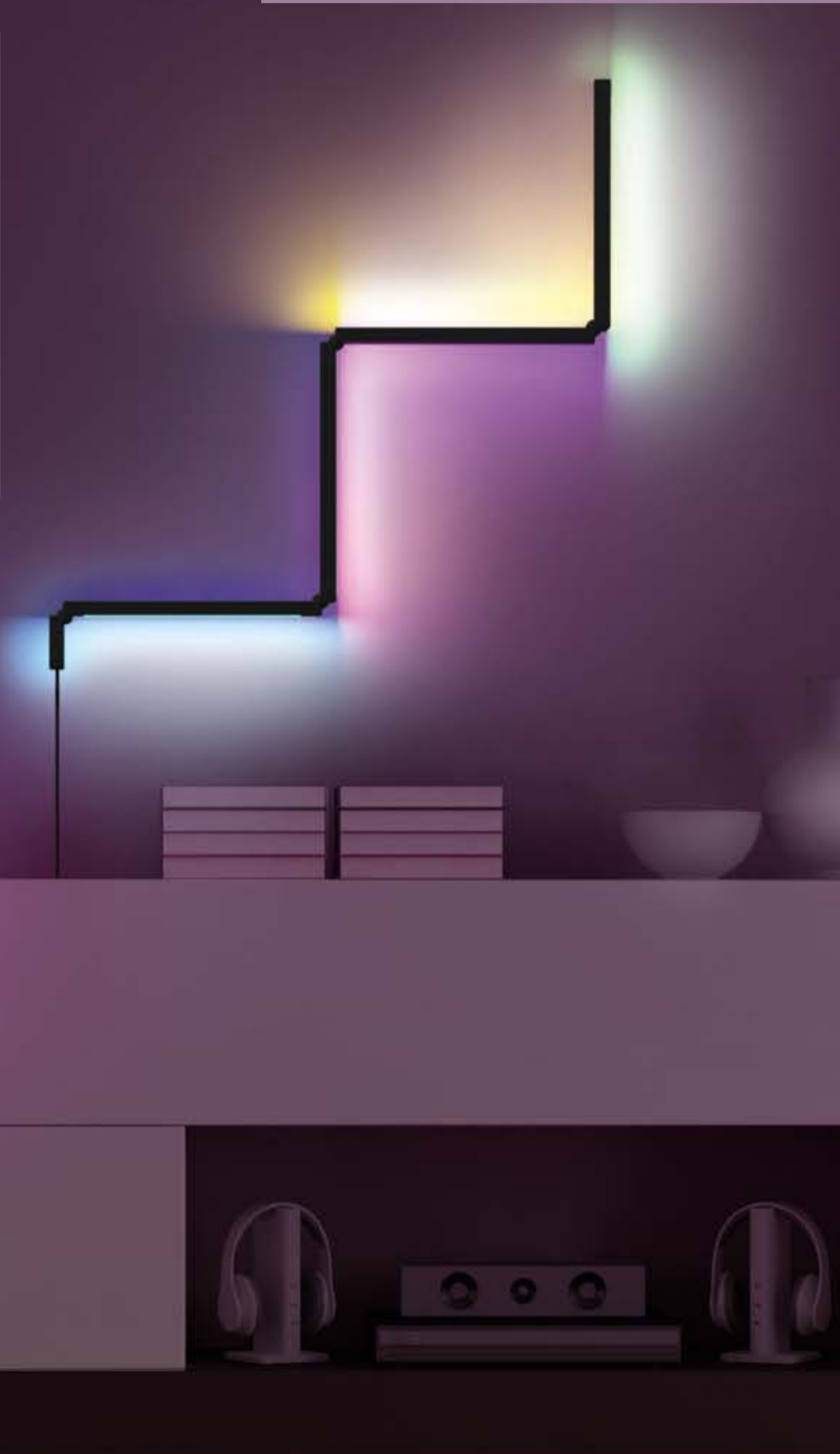
The SMART+ WIFI HDMI SYNC KIT reacts to the color pixels of a playback device. The flex strip mounted behind a TV emits light in the same colors as the screen for the ultimate gaming and viewing experience. The HDMI box supports a variety of sources and can be easily connected to external HDMI devices such as Blu-ray players, streaming sticks, streaming boxes or game consoles.



# OUND EXPERIENCE

## THE PERFECT INTERPLAY BETWEEN LIGHT AND SOUND

When light dances to the music you know that LEDVANCE's MUSIC SYNC function is at work. The light reacts in real time thanks to the integrated audio receiver or smartphone microphone. The flexible SMART+ WIFI CONVERTIBLE FLOOR LUM can be used as a floor or wall light. A different light color can be selected for each of the four segments.



## SALES-BOOSTING PLACEMENT

The large number of fully operational samples attracts attention, and the most important features of the range are clearly explained. A PoS video is also available on request.



# THE BEST LIGHT FO

The combination of rising material costs and a lack of tradesmen is encouraging more and more people to do DIY in the home, garden, cellar, workshop or car. What they need are portable, highly efficient and cleverly designed lighting solutions in which safety meets innovative perfection. Our large, ever-expanding range offers energy savings of up to 80% compared to conventional halogen lamps or traditional work lights.



## WORKLIGHT

High-quality LED work lights with lots of extra functions, for example with homogeneous light distribution, with built-in sockets or with a stand.



## BATTERY

WORKLIGHT and WORK-LIGHT VALUE are also available as practical battery-powered versions for working away from a mains socket. Shown here is a handy, tubular work light, ideal for working on a car, for example.



# R THE BEST WORK

## WORKLIGHT VALUE

Entry-level products in a uniform color and available in numerous versions: as ECO versions with low lumen output and small luminaire heads, with 360° light or with a stand.

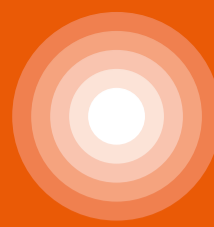


The shelf display has an authentic workshop look to boost sales.



## 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 OSRAM's general lighting division, LEDVANCE offers a wide-ranging portfolio of LED luminaires for a broad spectrum of applications, intelligent lighting products for Smart Home and Smart Building solutions, one of the most comprehensive ranges of advanced LED lamps in the lighting industry, traditional light sources, an LED Strip System and light management systems.



# LEDVANCE

LEDVANCE GmbH  
Parkring 29-33  
85748 Garching  
Germany

# OUR LIGHT HAS CLASS. CLASS A FOR EXAMPLE.

Our range of modern, ultra-economical LED lamps is constantly expanding. A whole series of Classic A lamps in a cold white light color (4000K) are now available in Energy Efficiency Class A. Other newcomers to the portfolio include a large number of dimmable lamps and non-dimmable candle lamps and round lamps in energy classes B and C.



**LEDVANCE. YOUR PARTNER FOR SUSTAINABLE LIGHTING LIGHT.**



\* Compared to conventional incandescent lamps

**THERE ARE MORE TIPS ON ENERGY SAVING HERE:**



[ledvance.de/consumer/energiespar-offensive](http://ledvance.de/consumer/energiespar-offensive)



[ledvance.de/stromsparrechner](http://ledvance.de/stromsparrechner)

**LEDVANCE.COM**

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