

Company background
LITE-LICHT GmbH

"Light is the energy of life. As a supplier of innovative lighting systems we use this energy responsibly to improve personal quality of life. For this reason the light fittings supplied by LITE-LICHT GmbH are designed not only to be aesthetically pleasing, functional and energy efficient but they also promote well-being and health."

"For 60 years LITE-LICHT GmbH has been developing, producing and selling high quality lighting solutions. The company motto ENJOY LIGHT stands for the enthusiasm with which we impart our joy of light and our experience to customers in order to create well-being and add useful value." Dr. Marcus Liehr, managing director for marketing and sales.

The Company LITE-LICHT GmbH

Under the motto 'ENJOY LIGHT' LITE-LICHT GmbH, based in Herzebrock-Clarholz in East Westphalia develops and sells innovative and energy efficient lighting systems. The origins of today's LITE-LICHT GmbH go back to the year 1948. The company was founded by Otto Liehr in Herzebrock-Clarholz and grew rapidly so that by 1969 from originally being a commercial agent for lamps and light fittings it had become a leading production company. This market success necessitated continuous expansion. By 1994 the executive board led by Otto Liehr and his son Wilfried Liehr extended the facilities for manufacturing and development to a total of eight production units at the company's main site in Herzebrock-Clarholz. At the same time the company opened another manufacturing facility in Bartensleben on the western border of Saxony-Anhalt. In 1993 European expansion was given new impetus with the opening of the first subsidiaries in Hungary and Poland.

Today LITE-LICHT GmbH is also represented in the growth markets outside Europe by numerous foreign subsidiaries in central and eastern Europe as well as by a branch in China. The company employs a total of around 400 people in the areas of development, manufacturing and sales. In the six decades of its existence LITE-LICHT GmbH has developed into an innovative and highly effective supplier of lighting solutions even in international markets. In spite of having an international focus this global player maintains its traditional base as medium-sized business. Since 2007 Dr. Marcus Liehr has been the third generation of the family to have a management role and alongside Robert Bastian and Wilfried Liehr in the three strong executive board he ensures that tradition and future are brought together successfully.

Customer focus and sustainability

Since it was founded LITE-LICHT GmbH has stood for innovation and expertise in lighting technology. In house design and development provide the basis for early identification of market trends and corresponding customer requirements. Customer focussed products are manufactured and brought to the market accordingly within extremely short time scales, whilst still maintaining the option of manufacturing bespoke orders.

When it comes to manufacturing the latest production processes ensure a consistently high level of quality. A quality management system certified to DIN ISO 9001 guarantees

that customers can rely on consistently high standards – from development and production to preparing a quotation and delivering the product. At the same time LITE-LICHT GmbH is environmentally aware and energy conscious. This does not only apply to production processes. Even at the product development stage the company looks to use environmentally friendly base materials and advocates the careful use of resources.

Light brings energy efficiency and quality of life

Moreover, the company focuses on energy efficiency even in developing new light fittings. New developments such as the 3Dao designer light fittings employ LED technologies in combination with efficient reflectors to considerably reduce energy consumption. While older reflective surfaces in light fittings reflect around 75 percent of the light generated, more recent reflectors achieve reflection rates of up to 95 percent and therefore enable an improved light efficiency. There is no need for the light bulbs to be as powerful, whilst at the same time reducing power costs. In addition LITE-LICHT GmbH supplies intelligent control systems for its light fittings. Automation enables both the optimal utilisation of the available daylight as well as being able to control lighting to meet actual requirements. An infinitely adjustable dimming function by means of light sensors and movement detectors considerably reduces energy use and simultaneously increases the quality of the light to optimise the interior environment. At LITE-LICHT GmbH the principle aim of product development is use light fittings to improve personal quality of life in all situations at home and at work. As a result all light fittings are designed to meet both aesthetic and functional requirements as well as to promote personal well-being and health.

Business areas, brands and product portfolio

LITE-LICHT GmbH has three business areas LITE-LICHT, StarLicht and itec to provide individual lighting solutions in demanding and design-orientated application areas in industrial, representative and domestic environments.

LITE-LICHT offers building owners, general contractors, architects, engineering consultants as well as electrical wholesalers complete lighting systems which in their function and form are perfectly adapted to the respective requirements. They are used in commercial and public premises as well as representative areas: office and training rooms, educational establishments, exhibitions, production halls and warehouses as well as hotels and car parks. In addition to a large selection of louvered light fittings the product range includes reflector lamps, recessed downlights, illuminated ceilings, floor lamps and quick assembly strip light systems. LITE-LICHT products are used by such companies as Kulmbacher Brauerei AG, Miele & Cie. KG, Schüco Int. KG and the Marriott Hotel in Cologne.

For more than 25 years LITE-LICHT GmbH has been using the **Starlicht** brand to sell lighting solutions for the domestic market throughout Europe. The range of light fittings is available primarily from building materials retailers and do-it-yourself stores and alongside the entry level price ranges of 'Happy Price' and 'Night & Light' it includes the 'Essential' range of classic lights for technical applications. The range is extended by four designer and concept-based product lines 'Culina', H₂O, 'Mobilia' and 'Home & Office', which are precisely focussed on the lighting requirements for the kitchen, bathroom, study or for furniture. Not only do Starlicht products provide brightness and well-being in every home, they also make a valuable contribution to protecting the environment. The lights make optimum use of the energy input: 90 percent of the lights have an energy efficiency

class of A or B. With its comprehensive range of accessories and light bulbs Starlicht is one of the leading suppliers of energy saving lighting solutions.

itec is the OEM brand of LITE-LICHT GmbH for the processing industry. The itec brand offers customers a comprehensive range of standard light fittings and lighting accessories for individual lighting designs and accentuated lighting. Kitchen and furniture manufacturers equally profit from the high quality lighting systems just as the manufacturers of display and promotional materials. The key characteristic of the itec products is manufacturing to individual specifications, since LITE-LICHT GmbH tailors each lighting system to the special requirements and requests of respective industrial customers.

Reference customers

LITE-LICHT products are used by Kulmbacher Brauerei AG, Miele & Cie. KG, Schüco Int. KG and the Marriott Hotel in Cologne amongst others.

You will find further information at www.enjoy-light.de.

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