





MEMBER OF THE WÜRTH  GROUP

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FROM LIGHTING SPECIALIST TO MANUFACTURER

DEKO-LIGHT was founded in 1993 as a sole proprietorship in the dining room of the former managing director Werner Spieß. In the 30 years since then, DEKO-LIGHT has developed into a lighting specialist for the electrical trade. By now, our team consists of 55 employees in Baden Württemberg as well as further colleagues in the various production countries. We can therefore look back on our history with pride, while facing new challenges in a future-oriented and forward-looking manner in order to be able to offer our customers high-quality products and reliable service.

As a customer and user, you too can benefit from our many years of experience in lighting and electrical engineering practice:

- We offer a 5-year warranty on our products, including the power supply units.
- We accompany the manufacturing process of our long-time, certified partners with our own quality management on site. Only in this way can we ensure that our quality standards are comprehensively met.
- All product lines are measured in our phototechnical laboratory immediately after arrival to check whether the photometric requirements are met.



DEKO-LIGHT

30 YEARS OF **LIGHTING COMPETENCE**

- 1993** Company foundation/brand launch »DEKO-LIGHT«
- 1998** First general catalogue is published
- 2006** New company building in Karlsbad-Ittersbach is completed and opened
- 2006** First investment in a production facility
- 2009** Opening of our office in Hong Kong
- 2013** 20th anniversary of the company with the opening of the new premises
- 2015** DEKO-LIGHT becomes part of the Würth Group
- 2018** Purchase and takeover of Reprofil
- 2019** 5-year warranty promise
- 2020** Nationwide sales force throughout Germany
- 2021** Opening of the new showroom
- 2023** Anniversary in-house exhibition for the 30-year anniversary of the company



GERMAN KNOW-HOW AND EXCLUSIVE DESIGN

Excellent quality, modern designs and innovative technologies - united with our know-how, this combination leads to a constant optimisation of our product range. Many exclusive products are only available from us. Our product development team works continuously on new and interesting solutions for you in the field of light.

MARKET ANALYSIS

Every new product is based on a thorough analysis of our existing product portfolio. In addition, we take a close look at our customers' needs and analyse the situation on the market.

BRAINSTORMING

Based on the market analysis, our product management generates new and extraordinary product ideas. The inclusion of innovative technologies also forms the basis of the development of ideas.

CONCEPTION

The first concrete drafts are created. The focus is directed towards the most promising ideas, on which we base and develop our concepts.

PROTOTYPE

The creation of a prototype is decisive for the further development. Only through careful testing and evaluation can we consistently maintain our quality standards.

DEVELOPMENT

From the results of the prototyping, we create the final technical plans for the product.

QUALITY INSPECTION

Our qualified team tests all products thoroughly in our in-house measuring laboratory before production begins.

PRODUCTION

The development process now enters the production stage. The created plans are handed over to our production facility. The original idea finally becomes a reality.

MARKETING AND SALES

The preparations for product communication and for sales start, so that you are well informed about new products.

MARKET LAUNCH

The product has now been successfully launched on the market and is now available for you via our catalogues or our online shop.

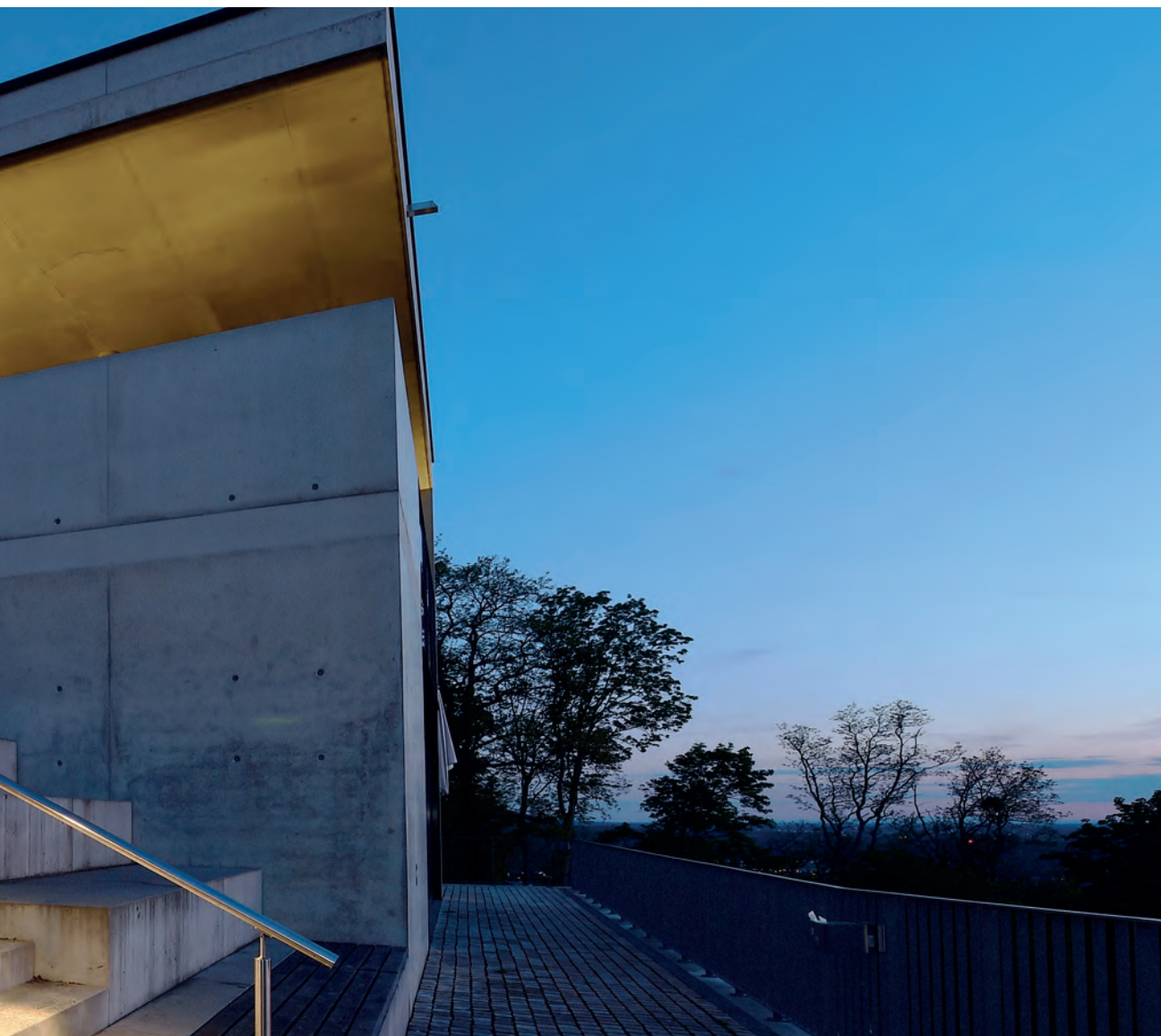
SERVICE

Our sales team is at your disposal to help you with any questions you may have. Additionally, your opinion is very important to us. This is the only way we can continuously expand our product range.

5 YEAR WARRANTY

DEKO-LIGHT grants an extended manufacturer's warranty of 5 years.

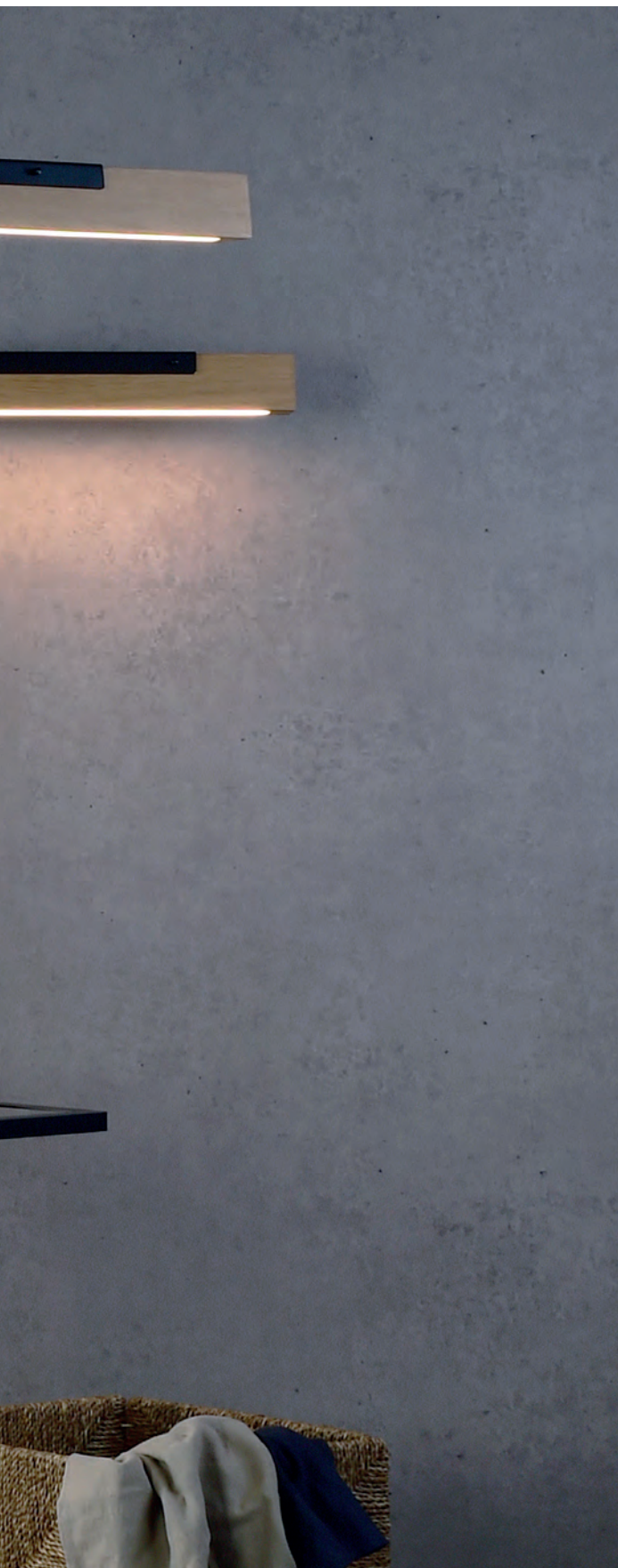




EXTERIOR

The outdoor area of a property, a shop or a hotel leaves a long-lasting impression on visitors. Therefore, outdoor lighting planning should not be forgotten, but rather optimally planned and implemented. From free-standing luminaires, surface-mounted lights and underwater luminaires to recessed wall lights to wall washers - the possibilities for creating an extraordinary appearance in outdoor areas are as diverse as our product portfolio. Create exclusive and individual lighting for your home.





INTERIOR

An atmospheric light in living spaces is essential for creating a harmonious ambience. With our extensive product portfolio, we cover everything from pendant luminaires to ceiling and furniture recessed luminaires to wall reading luminaires- all you need to perfectly accentuate your living space. Refine your rooms with recessed wall lights and set professional lighting accents to create a cosy atmosphere for your living space.





OFFICES AND BUSINESS SPACES

A pleasant atmosphere at work not only improves the mood of the employees, but also their motivation and productivity. Whether table lights or free-standing luminaires, swivelling recessed ceiling luminaires or stylish office luminaires - you too can benefit from our wide range of products to illuminate office and business premises.



Pictures: Daniel Vieser . Architekturfotografie, Karlsruhe



LINEAR LIGHT

In order to accentuate and highlight design elements in architecture or to intentionally arouse emotions through the interplay of light and shadow, linear light is increasingly becoming the focus of attention. Linear lighting accentuates columns, ceilings, lines and edges. But linear light is also becoming increasingly important in the context of primary lighting.





RETAIL AND TRADE FAIR CONSTRUCTION

Our wide range of trusses includes both decorative and trade fair trusses and is therefore ideal for your trade fair appearance. Whether straight or round - a wide range of modular components and designs enables individual assembly to meet all requirements. With the suitable luminaires, you also get unlimited design freedom and can perfectly present your trade fair stand. We are also the right partner for an individual and sales-promoting lighting appearance for your shops to offer customers a positive purchase experience. With our power track systems, shop fitting luminaires and display luminaires, you are ideally equipped for the lighting presentation of your sales areas.

HOTEL AND GASTRONOMY

A charming café or the stylish interior of a hotel only becomes a cosy place where your guests like to stay a little longer with just the right lighting. This makes it all the more important how you set your lighting accents. Whether with decorative living room luminaires as eye-catchers or discreet yet atmospheric LED strips - our multifaceted range sets no limits to creative hotel and gastronomy lighting concepts. Highlight your interior expressively by illuminating it in different colour nuances, for example, and thus offer your guests an unforgettable atmosphere.









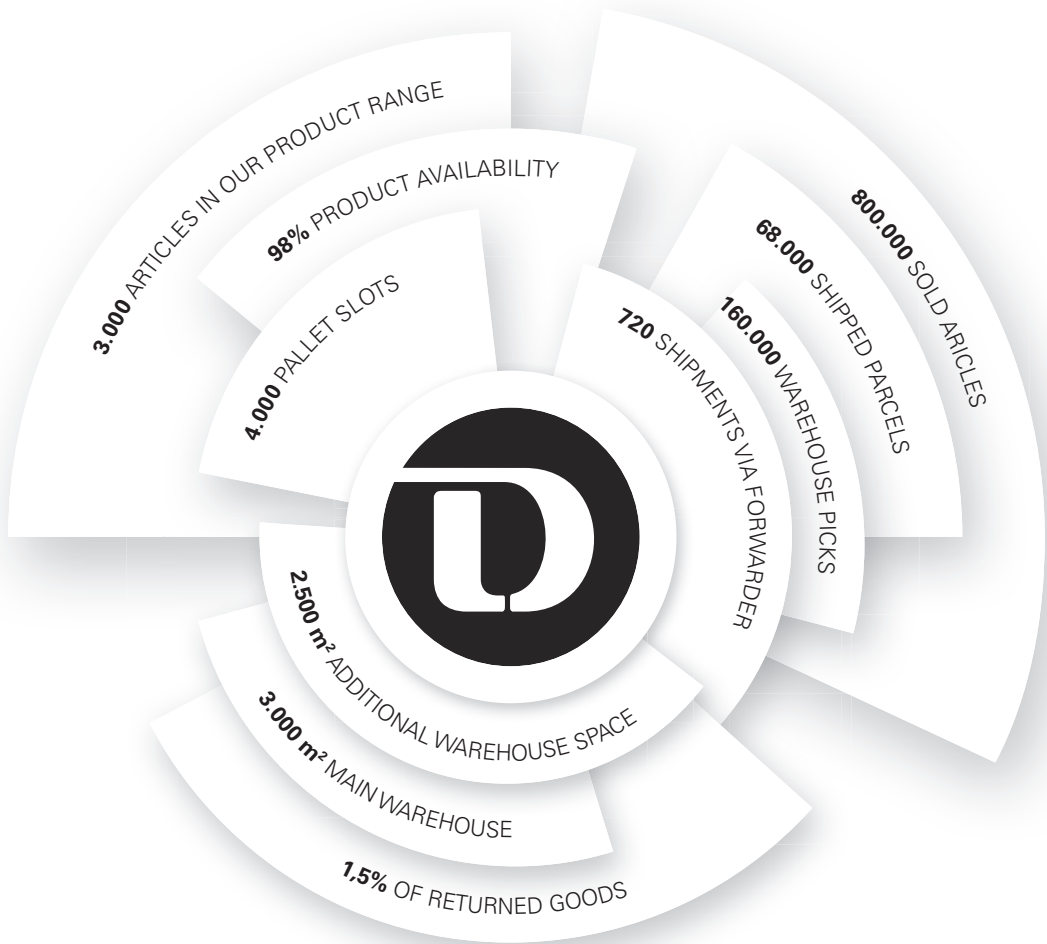
OUR EMPLOYEES

Over 50 employees have made DEKO-LIGHT what it is today. That's why we place a high value on trustful and respectful teamwork. Transparency and collegiality form the basis for a familial atmosphere and satisfied employees.



LOGISTICS ON AN ANNUAL AVERAGE

A large range of products comes with a great deal of responsibility, and this is where our logistics in the Karlsbad warehouse play a central role.





SERVICE?

**FULL
SERVICE!**

SERVICE PROMISE

At DEKO-LIGHT we pursue a full-service promise. A promise that we continuously review, expand and redefine. The goal always remains the same: the best possible service for our customers - focused, forward-looking and with a high level of practical orientation.

5 YEARS WARRANTY

Our quality promise: We offer you a 5-year full manufacturer's warranty on our DEKO-LIGHT brand products, including the power supply units.

HIGH AVAILABILITY

What is the use of the best products if they are not in stock? We ensure a high level of availability so that you can concentrate on your projects.

PICTURE AND PRODUCT DATA

Do you need everything there is to know about a particular product? We will be happy to put together a comprehensive image and product data package for you on request.

90 DAYS RETURN POLICY

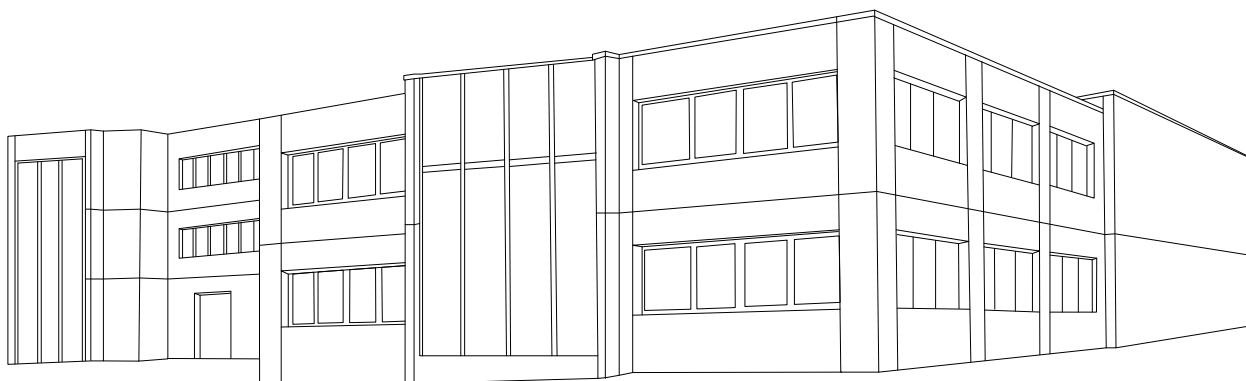
Do you need to reschedule a project? No problem: with our 90-day return policy on originally packaged goods, you remain flexible for a long time.

3,000+ ITEMS

DEKO-LIGHT bietet Ihnen mehr als 3.000 Leuchten und Lichttechnik-Artikel für den professionellen Einsatz – und die Anzahl steigt immer weiter.

INDIVIDUAL PRODUCT VARIANTS

You need something special? On request we offer you numerous products in special colours, individual surfaces and more.



COMPETENT EXPERT ADVICE

Whether for living areas or industrial projects, whether classic luminaires or linear light - we have 25 years of experience in lighting and electrical engineering.

PERMANENT CONTACT PERSON

A permanent contact person is like a good friend - you can call him or her at any time and never be disappointed.

ASSEMBLY

Our assembly service saves you time and money when planning and installing LED strips and profiles.

EXPRESS DELIVERY

Is it urgent? No problem! If required, you will receive your order within 24 hours. We make it possible.

PICK UP ON SITE

You prefer to collect your order personally from our warehouse? Order in the morning, pick it up at noon. Not even Amazon can do it faster...

PERSONAL ON-SITE ASSISTANCE

Our sales team has grown considerably over the years - perfect conditions for providing our partners and customers even more intensively on site in Germany.

LIGHT PLANNING & LIGHT CALCULATION

You have the projects and ideas - we have the experience in lighting design and calculation. Contact us - we will be happy to support you with the right solutions!

INDIVIDUAL CATALOGUE

Our DEKO-LIGHT main catalogue with your company logo on the cover? No problem! We print your individual catalogue for a targeted customer approach.

CONSTRUCTION SITE DELIVERY

Projects are planned in the office, but they are realised on the construction site. That's why we deliver our products directly to the construction site if required.

SHOWROOM

Catalogues are too static for you? Discover our showroom with practical lighting solutions on 250 m² - on site in Karlsbad or virtually.





QUALITY BEFORE QUANTITY

The idea of quality is firmly anchored in DEKO-LIGHT's company philosophy and is reflected in all our actions. Our employees strive to achieve the optimum result for our customers. We achieve this through the careful selection of our production partners, the continuous improvement of our manufacturing processes, our own quality assurance through our measurement laboratory and, of course, by keeping an open ear for individual customer requests.





TECHNOLOGY MEETS DESIGN

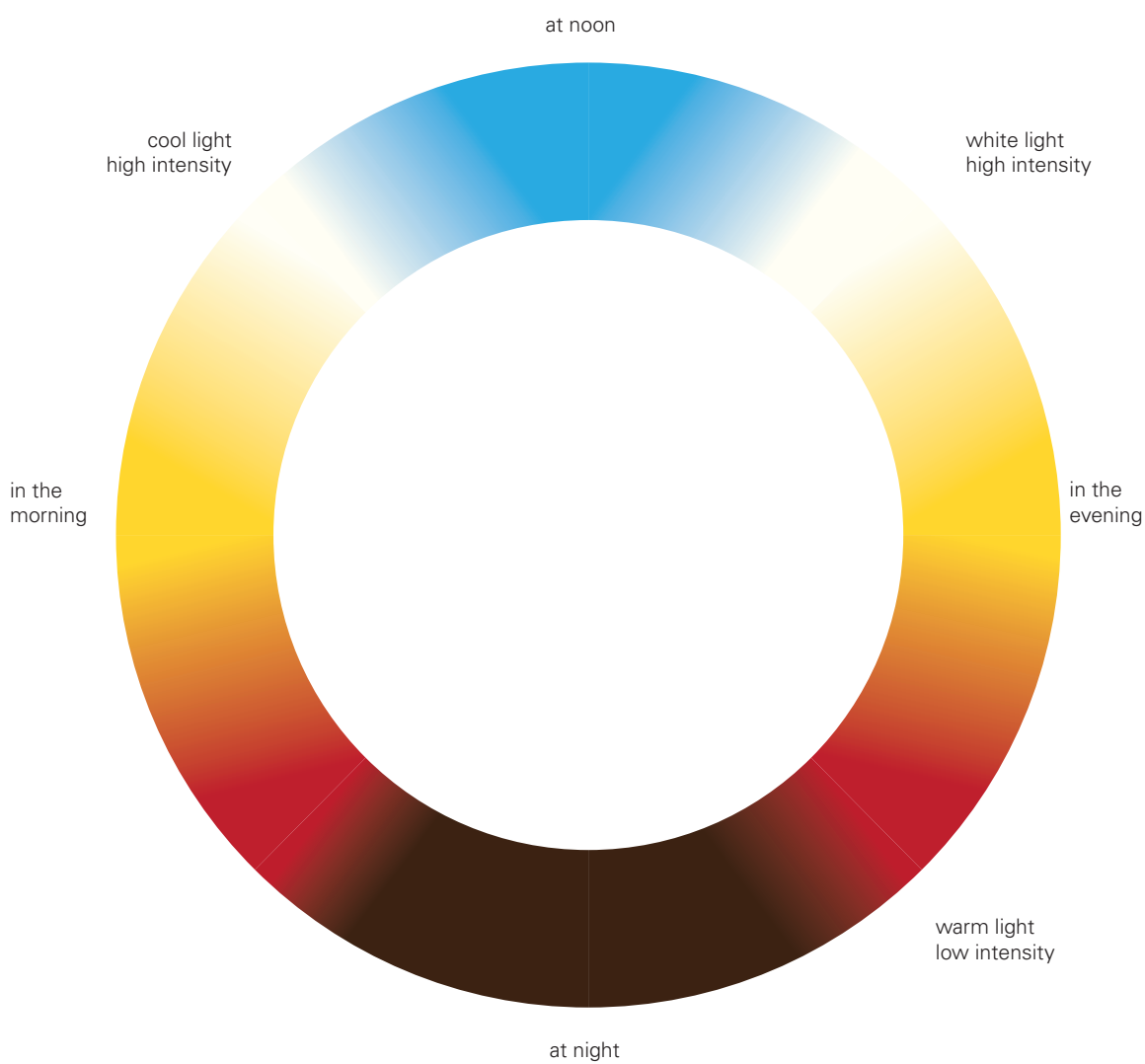
Design and technology are linked inseparably at DEKO-LIGHT. Our product management works tirelessly on new concepts and designs that combine form and function in the most beautiful way. For many years, our focus has been on LED technology. The many advantages of LEDs over conventional light sources have led to completely new application possibilities and freedom in design. Therefore, we work together with selected designers, manufacturers and suppliers to develop aesthetic and technically innovative products. This cooperation has already led to many products that are unique on the market.



HCL - THE HUMAN IN THE CENTRE

Light enhances the well-being, mood and health of the individual. This is what the lighting concept "human centric lighting" or HCL stands for. It simulates natural daylight and its biological effect indoors. This effect can be used at home or at the workplace. In the course of human development, we have become accustomed to the natural day-night rhythm and its different effects. Even though we can "turn night into day" with artificial light, it can distort our biorhythms, our health and our well-being. Therefore, artificial light should be adapted to natural daylight. At DEKO-LIGHT, you will find numerous luminaires that you can integrate into your HCL control

system to adjust the light colours to your biorhythm. We also offer our LED strips in various light colours. The combination of different LED strips, e.g. in one profile, also enables you to integrate them into the HCL lighting design. With our new "Quasar" Smart Control solution, we now offer a suitable system with which you can call up corresponding scenes.







SUSTAINABILITY

Every step counts! We want to become more sustainable as a company - in the short, medium and long term. To achieve this, we have already initiated many measures. Our goal - to protect our environment in harmony with a modern, resource-efficient and competitive economy. To this end, we have made many small and large adjustments. The biggest influence is the new photovoltaic system on the roof of our company building, which supplies around 230,000 kWh of electricity annually and saves over 100 tonnes of CO₂ per year. Furthermore, we are gradually converting our company cars to electric and hybrid vehicles, including the necessary e-charging stations on our company premises. Anyone who orders from DEKO-LIGHT receives a 100% recyclable parcel - not only on the outside, but also on the inside. This is ensured above all by our AIRplus bubble wrap, which is produced from both post-industrial and post-consumer waste and saves around 30% in greenhouse gases compared to conventional wrap. Another step that only reveals its effect when you do the math: We send our invoices

exclusively digitally. With about 45,000 invoices, this not only saves a huge amount of paper (about 5 trees per year), but also transport costs and much more. The sustainable development of our company, as well as our responsibility towards the environment, our employees and suppliers, forms the decisive basis of our actions. From purchasing to logistics to sales, we take care to act responsibly. In doing so, we take entrepreneurial decisions with great care and also promote a cooperative approach with all those involved.





SHOWROOM

More than 500 products on 300 m² of floor space: these are the most important key data of the DEKO-LIGHT showroom. Sorted by product worlds - from industrial and commercial luminaires to garden and outdoor lighting, office luminaires, LED strips and profiles - we present the diversity of the DEKO-LIGHT portfolio to our visitors in a compact, clear and application-specific manner. What is not hanging on ceilings or standing on the floor can be found on the approximately 100 metres of stand walls as well as numerous other presentation modules, which we can flexibly adapt according to topicality, seasonality and individual customer wishes.

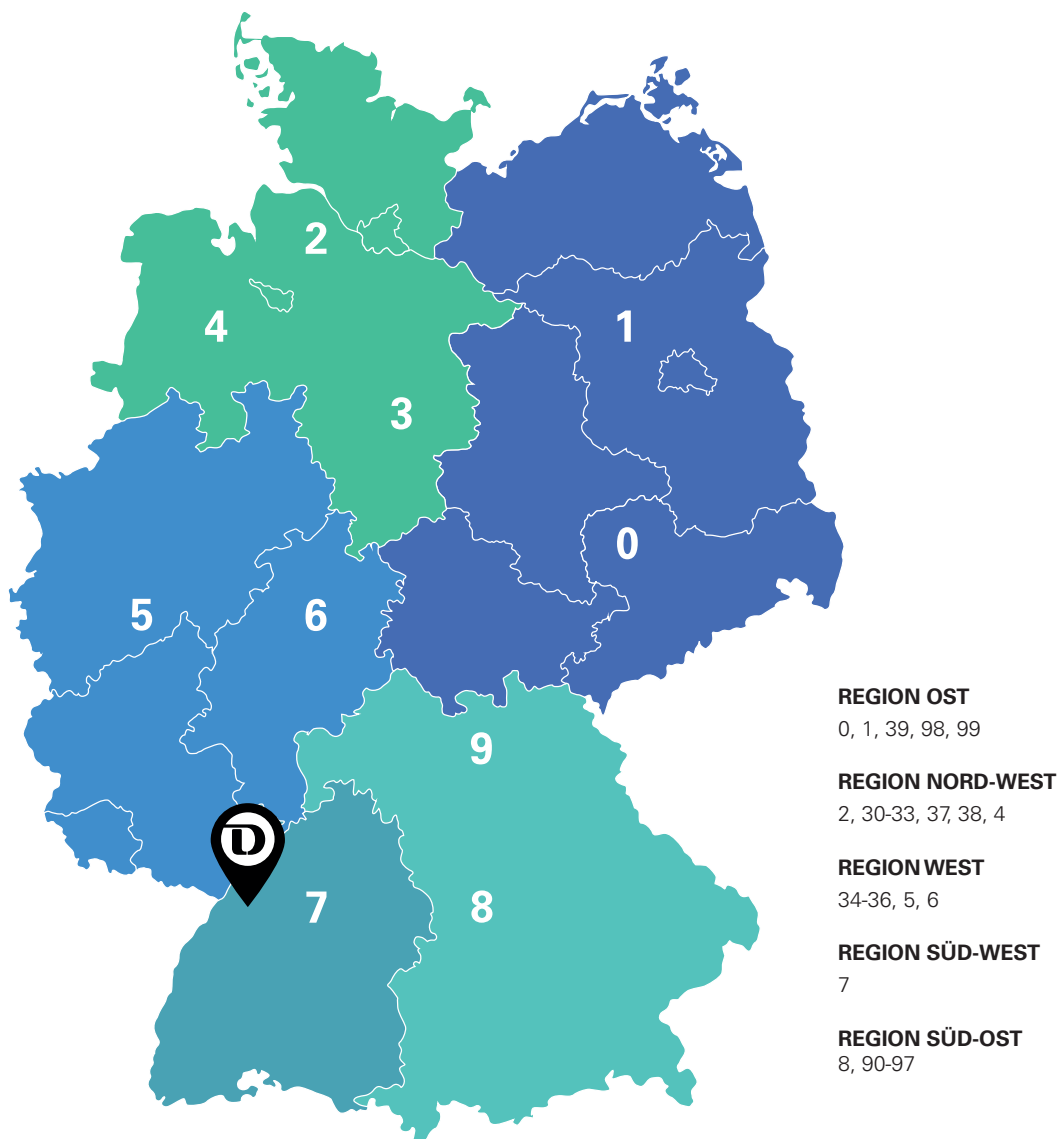




DEKO-LIGHT ACADEMY

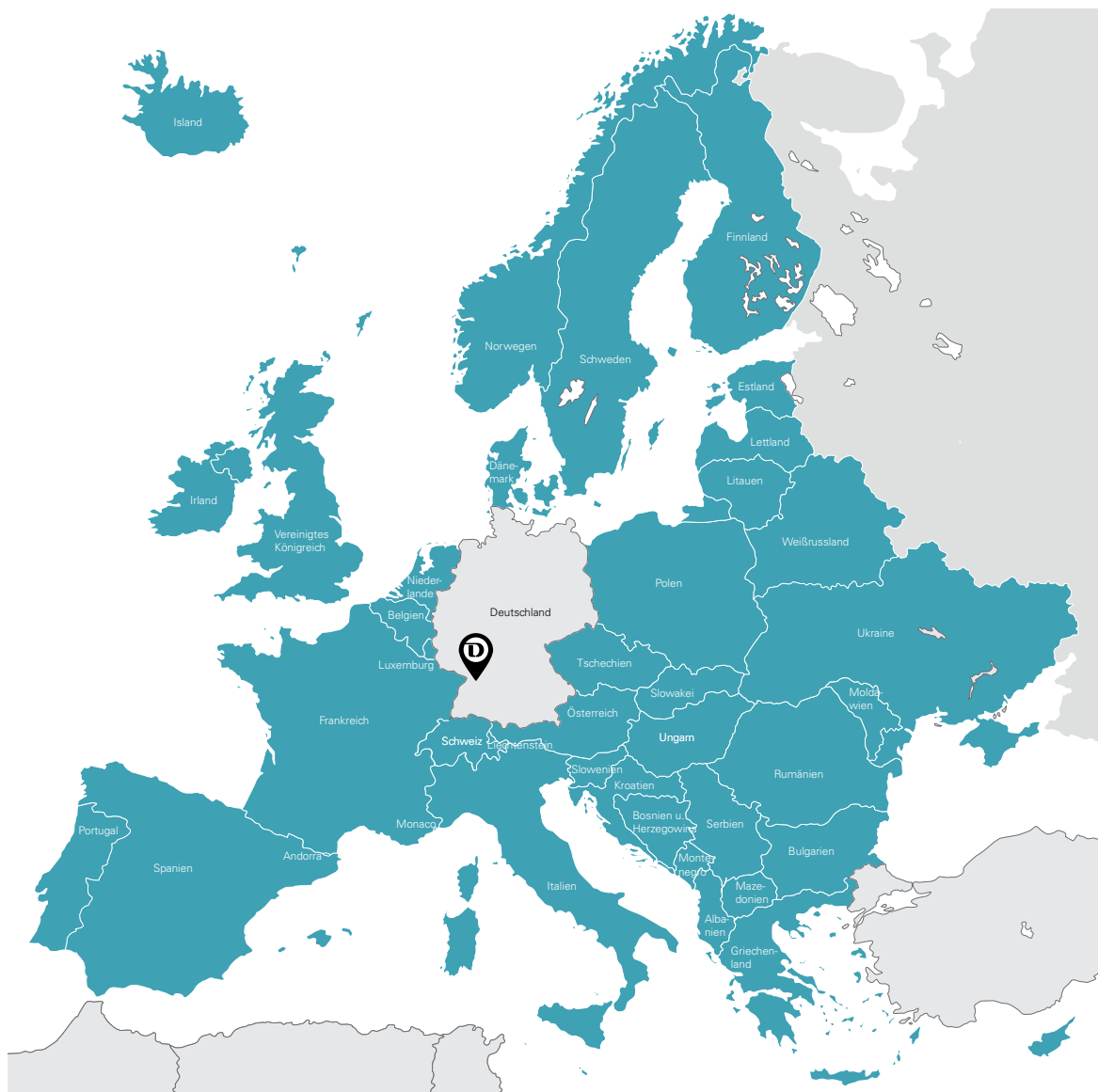
The DEKO-LIGHT Academy offers a home to all lighting enthusiasts - from electricians and technicians to architects, planners and salesmen. As an independent further education and training programme for the lighting sector, the seminars and workshops of the DEKO-LIGHT Academy cover a wide and versatile range of topics: from technical basics, the interpretation of architectural plans and the practical interpretation of product data sheets to current lighting trends and the planning of comprehensive smart home solutions or complex bus control systems for the private and commercial sectors. Linear light is visibly gaining in importance. DEKO-LIGHT has been involved in this development from the very beginning and covers this area with special training courses as well as the accompanying topics of marketing

and sales. The seminars and workshops of the DEKO-LIGHT Academy are conducted by certified DEKO-LIGHT employees, external partner companies and renowned lighting designers at DEKO-LIGHT's headquarters in Karlsbad or at a decentralised location.



OUR FIELD SALES TEAM EVERYWHERE ON SITE

As a lighting specialist for the electrical trade, we ship our products to more than 40 countries. In order to keep the distances as short as possible and to supply the regional markets with a perfect fit, we work closely with several exclusive partners, including AULIX for the Czech Republic and Slovakia and QUALITY LEDs in Belgium. The backbone of our international sales activities, however, is our International Sales Team, which acts as the central contact for our international customers from our company headquarters in Karlsbad.



INTERNATIONAL SALES

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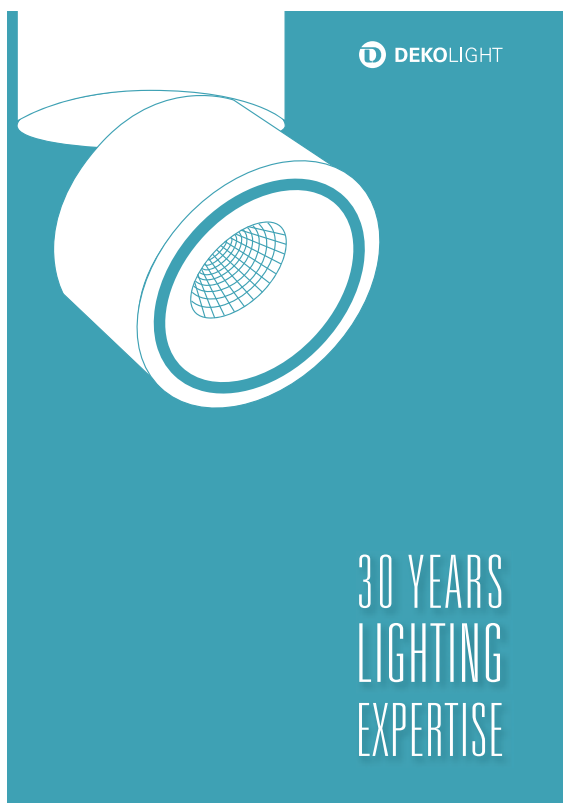


DEKOLIGHT

PREMIUM **PARTNER**

PREMIUM PARTNER PROGRAMME

Not only professional, commercial users are interested in our lighting solutions. Private end customers are also looking for high-quality indoor and outdoor luminaires, LED strips, profiles and more - and they find them at specialist retailers. With our Premium Partner Programme, we ensure that specialist retailers present our products in the best possible way. At the same time, we support our Premium Partners with configurable POS systems, marketing material, special conditions, exclusive events and much more. In addition, we list all participating retailers as a preferred source of supply on our homepage. In this way, all interested parties find the ideal contact person with us.



VERSATILE COMMUNICATION

There's no question about it - the DEKO-LIGHT main catalogue, which is updated annually, is a must-have with over 1,000 pages and is the product compendium for all those interested in lighting. If you prefer something more specific, you can turn to our segment catalogues, which provide inspiration for specific areas of application as well as matching products. You can also find all the information in our online shop, accompanied by video guides, data sheets and our social media profiles on YouTube, LinkedIn, Instagram & Co. Another highlight is our SpotOn! Magazine, which appears several times a year. Here we present light, our favourite medium, in all its varieties, application scenarios and technologies - the ideal reading for at home, on a long train journey or during a short lunch break.





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