

Our Market

We set standards in the marketplace by providing energy-efficient and resource-conserving light sources and components, luminaires, lighting control systems and lighting solutions, based on innovation, our knowledge of light in its multiple applications and the requirements of our customers.

Market Principles

- With a view to the future, we use our knowledge of how light affects people and the growing demand for greater energy-efficiency to build on our market leadership through an innovative product portfolio.
- In our market we create benchmark sustainable lighting solutions by combining our technological expertise with our knowledge of the specific applications.
- We systematically take account of the relevant sustainability and energy efficiency criteria at all stages of the product procurement, production, transport, use and recycling/disposal processes. In this respect, the use of our products within integrated lighting solutions is particularly important.
- With our leading-edge products and services, we assure our customers that we comply with all the relevant legal standards and regulations, in particular those concerning lighting quality and energy efficiency, in some cases even exceeding the minimum statutory requirements.
- Through competent and targeted communications, we share our knowledge of sustainable lighting solutions with our customers and impress them with the “green” innovative capabilities of our brands.
- We play an active role in trade associations, standards bodies and lighting technology interest groups with the aim of achieving the best possible energy efficiency and lighting quality for the lighting industry and its customers and end users.
- We make use of our close collaboration with our network of partners to promote sustainable innovation processes and to communicate our expertise in the fields of innovation and sustainability.
- We safeguard our market position and our commercial success by building and maintaining lasting and trusting relationships with our customers.