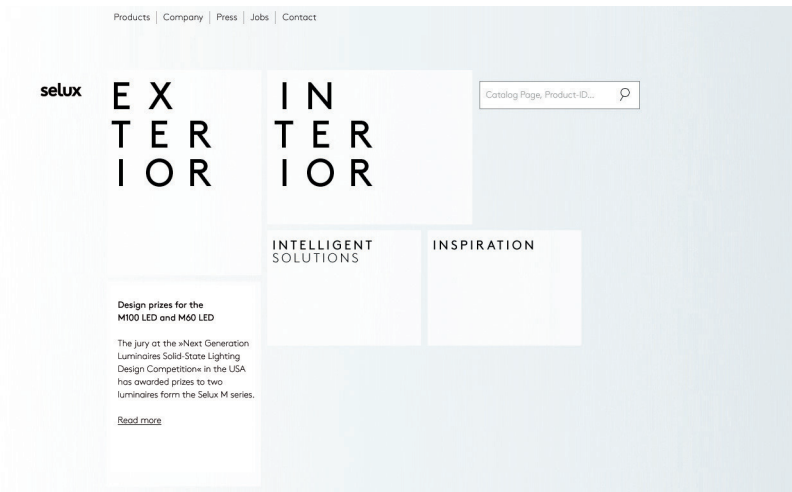


## Press information

### Praise for new Selux corporate identity as website is awarded iF Communication Design Award 2013



**For the new Selux website, it is already the second award in succession. After being named a Red Dot Design award winner in 2012, the jury for the iF Design Award 2013 were equally impressed by the global lighting manufacturer's new website, awarding it the iF Communication Design Award in the category 'Digital media – corporate websites'. The Selux website was selected from 1086 submissions as being worthy of bearing the renowned iF label.**

The website is one of the key elements of Selux' redesigned corporate identity, which was launched at the Light+Building trade fair in April 2012. Standardised for the entire Selux Group, it has been aligned to the requirements of an increasingly digitalized and networked world. The partner for the project was the Stan Hema agency, which helped Selux in pursuing its goals and was responsible for realizing these in graphical terms. The new corporate identity encapsulates the characteristics of the Selux brand – modularity and service – and incorporates sophisticated information processing, a realigned product system, with clear display of complex technical content.

The new website has been realised in cooperation with Codeluxe Design Studio. Consistently reduced to the essentials, the new Selux World Wide Web presence acts as a central contact point for professional designers. Above all it offers tools that will guide users to specific data on all Selux products and variants quickly, enabling them to research the information they require accurately and find reliable results. In today's globalized

Manufacturer contact:

Manuela Schnabel, Marketing Manager / Communication, Selux AG, Motzener Straße 34, 12277 Berlin, Deutschland,  
T +49 30 72001-246, m.schnabel@selux.de, www.selux.com

world, making the right decisions from a wealth of information and products that is now available on a hitherto unknown scale is crucial. As Klaus-Peter Siemssen - President of the Board of the Selux Group and responsible for the company's realignment process - explains, it is a complexity that is increasingly overwhelming. „Simplicity and clarity have assumed a far greater importance in today's world. Selux offers lighting solutions for interior and exterior use and, for this reason, our primary focus is on these solutions and their functions. The better we prepare the information for our partners, the more efficiently they can work.“

## **Initial information in the catalogue – real-time information on the web**

Using intelligent search functions, combinable filters and a dynamic Product Selector, lighting technology planning data can be determined in just a few steps and then further processed in a personalized area. Another advantage is that the printed catalogue and website are closely interlinked. If a planner is looking for a luminaire in the product catalogue, all the relevant initial information, usage examples and product codes can be found on the catalogue pages. These will in turn lead to the specific technical data, planning parameters etc. on the website. „Because the data can be modified quickly, particularly with LED applications, only the most important information has been included in our catalogue,“ explains Klaus-Peter Siemssen. For this reason, real-time technical data appears on the Selux website independent of catalogue cycles. „In this way the planner can have access to real information at all times and we are able to observe LED innovation cycles.“

## **Clear design – fresh look and feel**

The new Selux identity gains its impetus from just a few simple but style-defining elements, which not only lead to a pleasant clarity but also give the website a clear, fresh-looking elegance too. A system of pictograms makes communication of multi-layered technical details easier in product overviews and tables. The central theme of light is also reflected in the ample use of white spaces, which is a constant theme throughout all applications. „Right from the outset, we were inspired by the Selux corporate culture, by their tangible passion for sophisticated lighting and their fascinating product solutions,“ explains Andreas Weber, Design Partner at Stan Hema, who concludes: „Selux is a strong brand and a paragon of design – including for Corporate Identity!“

December 2012  
[www.selux.com](http://www.selux.com)  
[www.stanhema.com](http://www.stanhema.com)  
[www.codeluxe.com](http://www.codeluxe.com)

## About Selux

The Selux Group is a leading provider of sustainable lighting solutions for both interior and exterior applications. By acting sustainably, Selux is able to maintain high standards when it comes to energy efficiency, ergonomics and product design. Selux operates as a globally active company with 500 staff and sites in Europe, North America and Australia. In 2011, its turnover rose by 14.9% to 81.9 million euros.

To drive this dynamic business development even further forward, a far-reaching future project under the project name „Evolution“ has been started within the Selux group. It constitutes a broad innovation offensive with ground-breaking new LED modules, optical systems like Light Modulation Optics™, Cross Beam Technology™, the Selux Kinetic Luminaire® as well as Selux' new Intelligent Solutions business unit, the expansion of key roles such as R&D and sales as well as the adaptation of value-added processes. In order to further enhance its international orientation, the Selux corporate identity was standardized and redesigned in spring 2012.



For the new Selux website, it is already the second award in succession. After being named a Red Dot Design award winner in 2012, the jury for the iF Design Award 2013 were equally impressed by the global lighting manufacturer's new website, awarding it the iF Communication Design Award in the category 'Digital media - corporate websites'.

Manufacturer contact:

Manuela Schnabel, Marketing Manager / Communication, Selux AG, Motzener Straße 34, 12277 Berlin, Deutschland, T +49 30 72001-246, m.schnabel@selux.de, www.selux.com