

## Press release

**Selux AG are now focussing on smart exterior lighting with its interior luminaires, designed by Selux, being provided in future by Ridi GmbH.**



**Berlin, May 2019 – With its strategic realignment to premium-quality, smart lighting solutions for exterior use, Selux AG is focussing on a dynamic market with growing potential. The good news for architects and planners who specialize in interior lighting however is that many tried-and-tested Selux products for interior use will continue to be available. Selux AG has licensed the manufacturing, sale and distribution of these within Europe to Ridi Leuchten GmbH.**

Product families to be produced and distributed by Ridi Leuchten GmbH in Jungingen with the “Designed by Selux” label in future include, among others, the Selux series Via, Fluid, Loop, Kju, Purelight LED, Xea, M-Modular (M36, M60, M100), M 60 Connect, Pallas, Survivor and M 125/M200.

“This agreement constitutes a win-win-situation for all involved,” explains Markus Schiebold, who is responsible on the Selux executive board for operational implementation of the realignment: “Selux AG will retain valuable resources for the subsequent restructuring process while at the same time Ridi will optimize and extend its portfolio to include products designed by Selux.” In particular however, it is constructors, planners and architects who will benefit from this: “Needless to say we are delighted to be able to keep the Selux design and our extensive know-how alive in the interior area in this way while also enabling its continued usage in numerous construction projects throughout Europe,” adds his fellow Selux executive board member Jürgen Hess, who is responsible for product innovations at Selux.

For all customers who have purchased interior products by Selux in the past however, Selux AG will continue to be the initial point of contact – for questions related to servicing of products or spare parts for instance.

Its US subsidiary Selux Corporation is not affected by this sale of usage rights. In the US premium quality Selux interior solutions will continue to be developed, produced and distributed in numerous countries outside of Europe.

Caption:

Waterfront Lillsjöplan, Jönköping, Sweden  
Photographer: Werner Nystrand