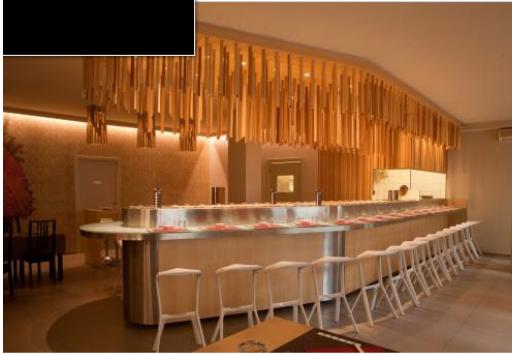




## B Light



1986. Behind **B LIGHT's** strategy lies almost thirty year experience in the electronic field of the founder partners. Since 1986 the partners are owners of a very profitable and innovative company with high quality standards that designs and manufactures electronic equipments for electromedical use, for photo printing and later for the vending machines business.

The success of the company is based on four factors:

**High quality standards.** As attested by the quality reports yearly provided by the customers, the company is known in the market for having zero returns on products sold.

**Professionalism.** High quality standards must be supported by professionalism at every level within the company.

**Product innovation.** Every two years, the company develops highly innovative projects always ranking among the top places, so much to get rewards at a national and European level.

**Dynamism.** The company is constantly looking for new materials, technologies in order to offer the most advanced products available in the market.

2007. In 2007, the partners sell the company to a international private equity fund.

2008. In May 2008 the same dynamic group of partners founded B LIGHT. The importance of electronics inside a LED luminaire, that could be defined as a fitting generating an "electronic light" and the awareness that LEDs are bound to become in the future the leading technology in lighting, drives the partners to undertake this new entrepreneurial adventure. After more than twenty years, the company's foundations are still the same: search for quality, professionalism, innovative attitude and dynamism.

2009. Despite the company started its activity in May 2008, sales begin in October 2009 when the first catalogue is distributed in the market. The company invests significant financial resources, without any sales for more than a year, to maintain a team of engineers who design the electronic platform, which is the common denominator of all B LIGHT's products range. This electronic platform, called Smart Power, was designed to provide all the products with some characteristics that are, still today, unique in the market, so that B LIGHT can be perceived as an innovative company, with a high technological content offering high quality and long lasting products.

**Choice of vertical integration.** Despite a purely electronic background, the founder partners decide from the beginning to hire high skilled engineers to manage horizontal axis CNC turn-mill centers for manufacturing all the mechanical components. B LIGHT, infact, is one of the few companies in the lighting industry that performs within its facility all the stages of the product development: mechanic and electronic design, mechanic and electronic manufacturing, functional and quality tests.

Performing the complete manufacturing process within the company is considered strategic for the following reasons:

The advent of LED has allowed to emphasize our way of conceiving a lighting luminaire: we develop a new product around the LED source, rather than incorporating the LED into an existing fitting.

By controlling all the stages of the manufacturing, it allows to reduce the lead time for designing new products, in line with our desire of being perceived as a dynamic company, always developing new solutions.

Despite the wide choice of products within our range, the high automation of our manufacturing process allows us to deliver even high volumes in short lead times and with constant quality over time.

We can develop custom products which are already becoming an important part of our business.

2013. In May 2013 the fourth catalogue is distributed and after only four years from the start of the company, B LIGHT is already recognised as a quality brand working in several prestigious projects on an international level.