



Conclusions at the end of year 2016

I can't believe it, another year has passed again and Christmas is coming. Christmas, celebration of peace and love in face of the war in Aleppo and now in Berlin, is that possible? Yes, says the pope and calls for having joy which will be contagious.

We should be happy not living in such a terrible war but still people often fear each other. We don't use pistols but other weapons to keep each other in check. Sometimes it is only words which insult. Everyone wants to be the greatest, the most important. In our lighting industry a battle for survival takes place.

Urgently needed: New ideas for the future of light market

How can supplier of LED products earn their money if products become cheaper and cheaper and life time increases at the same time?

The light market faces a rapid change. Old manufacturing places become unprofitable, many jobs redundant, traditional company- und management structures are not suitable any more. Research and development departments get closed.

Big traditional companies close their production places or sell their brands.

The idea of showing qualification by creating new performance concepts like „melanopic effects of lights“ may be of interest in some single case. But according to my opinion this is a new desperate attempt enabling yourself to set yourself apart from the competition with artificial fog covers no one can look through.

Flexibility of products: A revolution will set new standards in the LED world

Since 3 years LOBS.LED CCC accompanies the development of a patented product line which will set new standards. In the future every non skilled user of a highbay (for example) will be able to exchange not only the driver, lenses, etc. but the light source itself by himself alone with no tools.

This highbay is a composite made up of various elements. Every single element can be ordered and stored separately. The light source can easily be exchanged not only after lifetime but also to adapt to new technologies, again and again and...

Simple replacement of light source with none of these highbays possible!!



Change is coming: One “engine” for various kinds of products



Patented
REVOLUTION

**REPLACEMENT OF LIGHT
SOURCE WITHOUT TOOLS
POSSIBLE!!**

The core consisting of light source + lenses + driver + cooling unit can at the same time be used as an „engine“ for other products like streetlights, floodlights, stadium lights, downlights etc..

The first prototypes have been presented at the Hong Kong exhibition with phenomenal success. These products will be distributed through exclusive country licensees.

If I have made you curious, ...talk to me!

Magic words of our lighting industry: Adaptation, evolution and innovation

What does it mean?

Lamps not only produce light, but can be controlled and transmit various of information.

„Light as a service“ is the new topic: Assembling full service packages according to the needs of your customers, financing models, smart controlling systems with the need to develop multi-brand strategies.

Strategic partnerships to use synergies

Companies need to reinvent themselves. There is no need to reinvent what already has been invented. Open up to see the strength of competitors and use it! Strategic partnerships make absolutely sense towards the value chain backwards and forwards. The result will be a “lean” production with more competitive prices.

It is time: Changing and adapting to what comes up is important to be successful.

The “Big Ones” will still have lots to do with themselves in the next few years to get rid of unprofitable old structures. This entails tremendous opportunities for the “Smaller Ones”. But speed and a filled wallet is essential to hit the ground running with new concepts and related marketing plans.

Indispensable success factor: Digitalization

According to an actual research study of KfW the German medium-sized businesses only hesitantly approach the issue of digitalization and if with too little investment.

This is wrong and ensures overtaking manoeuvres by others.

LED products that need to be explained indeed can be successfully distributed through an B2B e-commerce platform, without annoying electricians, lighting designers, wholesalers etc. Corresponding concepts are in the drawer.

The forthcoming turn of the year is the time to pause and to gather fresh energy for taking the right decisions in the coming year.

The LOBS.LED CCC team wishes you a merry Christmas, time for your family and friends, as well as a healthy, happy and successful New Year.

Lisa Schüßler-Kemper

