

## Press Release

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## It's Thorn LEDs all the way at L+B 2010

Thorn is moving to a new location at Light + Building (11-16 April) in Frankfurt, Germany - the outdoor Hall 5, stand A40, where they'll be situated next to Vulkan. Previously the brand was alongside the other Zumtobel Group brands, but since the last show, Thorn has formed a partnership with Vulkan for selling outdoor products in Germany.

The larger space is being redesigned so the brand's main application areas – Buildings and Surrounds, Roads and Cityscapes - are presented equally.

Of the 42 designs exhibited, over two thirds include LEDs, some taking advantage of the coolness of the light source, some its tiny size. They range from the futuristic to the down-to-earth.

Thorn will present the striking “Street LED” design. Outwardly, it looks like a sleek horseshoe with an array of high power LEDs (150W) forming part of the sculpture of the lantern. It moves LED road lighting up a gear - from minor to major traffic routes – and will attract admiring glances. A smaller, urban model caters for side roads.

Another exciting exterior debut is Clan – a line-up of three column designs featuring two lanterns - with street, area or pedestrian crossing optics - and two light sources, including LEDs. The range brings performance, efficiency and harmony to urban spaces.

For interiors, Thorn is set to reveal a replacement of the Menlo range with a high tier family of direct/indirect fluorescent luminaires. Under the slogan, 'Menlo<sup>3</sup> - lighting to the power of 3', it offers greater choice, better performance, and improved aesthetics through 3 optical choices, 3 geometric shapes and 3 mounting options.

These are only three of the products on show – but they show vividly the scope and potential of Thorn's new product development programme.

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I will attend L+B from 11 April (pm) to 15 April (am) at the Thorn stand. More detailed information and photos will be available at that time.