

Press release

Zumtobel and Thorn Lighting at Light + Building 2024

Trade fair exhibition with a focus on sustainability and digitalisation takes over 750 square metres in Messe Frankfurt's Forum

Dornbirn, 21. September 2023 – The Zumtobel and Thorn Lighting brands are once again part of Light + Building and together will occupy the entire Forum at Messe Frankfurt. Zumtobel and Thorn Lighting will create a new brand experience that will appeal to both existing and new customers and optimally present the comprehensive service portfolio of both brands.

Zumtobel's presentation will focus on sustainability, digitalisation, and new technologies. On show will be holistic lighting solutions that focus on humans and their needs. In addition to application areas such as retail, office and industry, digital services and innovative lighting control systems will also be presented, which increase well-being in rooms and contribute to sustainable and energy-efficient building operation. In addition, Zumtobel will present new product developments and visions of luminaires of the future in a "Concept Space".

"We see our presence at Light + Building 2024 as a possible new beginning of our trade fair activities: away from thinking in ever larger dimensions towards more innovation and sustainability in the lighting industry," says Alfred Felder, CEO of the Zumtobel Group. "We believe that the trade fair event format is experiencing a revival after years when meetings were predominantly held online. People are increasingly seeking personal contact, new encounters, an on-site experience, and products at their fingertips," CEO Alfred Felder added.

As **Thorn Lighting** edges ever closer to its 100th birthday, the Light + Building event in 2024 will be a valuable opportunity to showcase the brand's knowledge and expertise. Saurabh Pandhi, Vice President of Thorn Lighting, commented: "Over recent years, we've enhanced our portfolio of indoor and outdoor solutions significantly to respond to the world around us. We invite customers to join us and discover the latest luminaires and technologies borne with sustainability, connectivity, and efficiency at their core. Getting hands on with products is a given, but we'll also create an immersive experience that will allow visitors to explore our applications in greater depth than ever before. We look forward to seeing you there."

The stand concept is in line with the Zumtobel Group's sustainability strategy by using many existing elements, for example from the company's own Light Forum in Dornbirn. New materials used for the stand are to be reused afterwards.

Light + Building 2024 will take place in Frankfurt am Main from 3 to 8 March 2024 under the motto "Be electrified". As an international meeting place for the lighting and building technology sector, the

trade fair emphasises the central importance of electrification and focuses on technical innovations for a sustainable future of buildings and their technology.

Photo credit:



Photo: Event motif Light + Building 2024 (Photo Credit: Messe Frankfurt GmbH)

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www.zumtobel.ch**About Zumtobel**

Our passion is to create quality lighting solutions that deliver total perfection. We are driven by a conviction that the right kind of light can create the right atmosphere in a building at any time of day or night. When tailored to people's individual needs, light becomes something of an experience. We are always exploring new ways to come up with inimitable and timeless designs and are inspired by a unique creative ambition. When working on the lighting of tomorrow, we are driven by our innovative corporate philosophy of continuously improving the aesthetics of light. With passion, a sense of beauty and a forward-looking approach, we are constantly seeking to use light to help improve people's quality of life. The Zumtobel brand is part of Zumtobel Group AG, based in Dornbirn in the Vorarlberg region of Austria.

Zumtobel. The Light.

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About Thorn Lighting

With almost 100 years of experience in manufacturing and supplying reliable, efficient and high-quality solutions, Thorn Lighting can make light work for you. Our extensive product and technology portfolio ensures we can meet the needs of all application areas, including education, health and care, urban space and architecture, sports, office, retail, roads, and tunnels. Our unrivalled expertise and user-friendly products can also be found in the ThornEco range, which offers cost-effective luminaires for the wholesale market. Thorn Lighting's expert staff provide first-class support for customers, whether they are electricians, installers, specifiers, end users, local authorities, or lighting designers. So, if you're looking for a partner committed to sustainable, connected, and responsible lighting, choose Thorn because we know lighting inside and out.

For more information, please visit <https://www.thornlighting.com/en>