

**PRESS RELEASE**

Ahrensburg, Germany, 19. November 2018

# **50 & 25: ESYLUX celebrates two anniversaries**

**The end of 2018 marks two of the most significant anniversaries in ESYLUX company history. To mark the occasion, founder Peter Kremser looks back at half a century of successful entrepreneurship.**

**Coincidental timing: Kremser founded the ESYLUX brand 25 years ago this month and it has been a permanent player among innovative German small and medium-sized businesses ever since, supplying intelligent automation and lighting solutions that improve quality of life and energy efficiency.**

Two years ago, a well-known German news portal reported that Germany is lacking entrepreneurial spirit, with one of the lowest rates of start-up companies in Europe. However, this has not always been the case — Peter Kremser, entrepreneur and founder of ESYLUX, serves as a prime example.

## **From sales to manufacturing**

In 1968, Kremser laid the foundations for his career as a successful entrepreneur. He founded Peter Kremser GmbH, a dealership operating in the north of Germany with its headquarters in the Niendorf area of Hamburg. Using skill and tenacity, the company quickly established itself on the market. After several relocations and building extensions, in 1986 the sales organisation was expanded to cover all of Germany.

In 1993, when more space was required once again, the company headquarters were comprehensively rebuilt in Ahrensburg, near Hamburg. This rebuild gave rise to another innovation: the founding of ESYLUX GmbH. "With ESYLUX, we developed from being a dealership business to being developers and manufacturers," Peter Kremser remembers. Back then, the concept of demand-driven, sensor-based building automation was still in its early days, but it defined

the success of the company from the very beginning. Initially this success was achieved through twilight switches and motion detectors, but the range was later expanded to include presence detectors, thereby also improving energy efficiency and quality of life in indoor spaces thanks to an even more intelligent system for controlling artificial light and other components.

### **2015 marks a venture into intelligent indoor lighting**

Over time, lighting has become increasingly important to ESYLUX as a brand. Initially, the company concentrated its efforts on developing outdoor lighting and safety lighting, combining outdoor lighting solutions with intelligent sensor technology for the first time. It then took a step towards handling both types of lighting in 2015: ESYLUX began developing and producing its first intelligent indoor lighting products, meaning that it could offer customers automation and lighting solutions for all areas of a building from a single source.

Around this time, a state-of-the-art light laboratory was installed at the Ahrensburg site — in close proximity to the test devices for automation equipment. The LED was also establishing itself as the illuminant of choice, thanks to both its high level of energy efficiency and optimal suitability for light control systems, which allowed automation specialist ESYLUX to use its expertise in electronics to its full potential. Today, the company's range of services varies from comprehensive automation and lighting of individual rooms to networking and integration into building-wide systems, and from individual presence detectors to intelligent lighting systems with energy-efficient, biologically effective light using the SymbiLogic technology developed by ESYLUX itself.

Since 2006, ESYLUX has been selling its intelligent automation and lighting solutions internationally thanks to its comprehensive network of sales offices. The company now operates on several continents in collaboration with experienced trading partners and is represented by numerous subsidiaries in Europe, Asia and Oceania.

## **About ESYLUX — Performance for simplicity**

ESYLUX develops, manufactures and distributes intelligent automation and lighting solutions that ensure better quality of life and energy efficiency in office buildings, educational institutions and health facilities. People's requirements and needs are central to the company's activities. ESYLUX places particular value on the simple application of its product solutions. ESYLUX customers and partners include wholesalers, installation companies, electrical and lighting planners and architects who trust in the company's more than 50 years of market experience and the personal, specialist advice provided by ESYLUX experts. Furthermore, ESYLUX meets the highest quality standards in research, development and production at its German site in Ahrensburg. The sales organisation is global: ESYLUX operates in collaboration with experienced trading partners and is represented by numerous subsidiaries in Europe, Asia and Oceania.

**Find more information at [www.esylux.com](http://www.esylux.com)**

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## Photos and captions

(Source: ESYLUX GmbH)



### The main building at ESYLUX headquarters

Where intelligent automation and lighting solutions for greater quality of life and energy efficiency in offices, educational institutions and health facilities are created: the main building at the ESYLUX headquarters in Ahrensburg, Germany



### Demand-driven automation

ESYLUX demand-driven automation for indoor spaces and facades: presence detector PD-C 360i/8 and outdoor motion detector RC 230i



## **Intelligent lighting**

Intelligent ESYLUX lighting with integrated sensors for conference rooms and outdoor areas: ISABELLE pendant lights and ALVA bollard lights