

PRESS RELEASE

Ahrensburg, Germany, 31 March 2020

New names for intelligent automation and lighting solutions: ESYLUX optimises its product designations

To make it easier for customers to navigate its portfolio, ESYLUX is harmonising the naming concepts of its automation and lighting ranges. A uniform basic structure and consistent compliance with international lighting industry standards, such as descriptive English-language names for accessories, should also contribute to improved clarity. In the company's core business of sensor systems, the designations for long-established presence and motion detectors, which have been introduced and are well-known internationally, will remain unchanged.

Product designations that are clearly structured and easy to understand can be used to quickly navigate within a portfolio. ESYLUX has thoroughly revised its naming concept to make it easier for customers to search for the correct automation or lighting solution.

Lighting harmonised according to international standards

The designations of both automation and lighting products will in future be standardised to begin with the series name, followed by the abbreviation for the product type. The most significant differentiators will then be listed. In the lighting range, for example, features and performance data such as luminous flux, CRI value or diffuser characteristics have been harmonised according to international

industry standards. If intelligent lighting control sensor systems are integrated into a light, they can be identified via the abbreviations PD for presence detector or MD for motion detector.

Names of familiar presence and motion detectors remain unchanged

New products introduced in the automation range from 2020 will follow the above-mentioned basic structure in order to improve clarity across the complete portfolio in the medium and long term. Among other aspects, the number of controllable lighting and HLK channels have been added as new differentiators. The names of the long-established presence and motion detectors in the company's core business of sensor systems, such as the COMPACT, FLAT or ATMO series, remain unchanged. Customers are so familiar with these names that new designations would not prove beneficial.

The names of accessories have also been revised and standardised. ESYLUX now uses simple and descriptive English terms to designate components. This is to guarantee improved clarity in all sales regions in line with the company's ongoing efforts to increase its presence internationally.

A glossary on the ESYLUX website in the Services section (<https://www.esylux.com/service/name-concept/>), as well as in the new ESYLUX catalogue 2020/2021, provides a brief and clearly structured breakdown of the naming scheme, offering an immediate overview of all device categories. The manufacturer is making it even easier for customers visiting the range of products on the website — an interactive Tooltip will display a brief description of the individual parts of all standardised product names when you hover the mouse over them on the product pages.

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

Press contact

ESYLUX GmbH

Christian Schöps

Corporate Communications Consultant

T +49 (0) 4102 88 880-2017

F +49 (0) 4102 88 880-333

E christian.schoeps@esylux.com

Photos and captions

(Source: ESYLUX GmbH)



ESYLUX product naming concept

A ToolTip in the product section explains the individual parts of product names to visitors to the ESYLUX website.