

PRESS RELEASE

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Easily identify intelligent automation and lighting solutions: ESYLUX with a new packaging design

The manufacturer ESYLUX has fundamentally redesigned its product packaging, specifically to make it easier for customers to quickly identify product features. The new packaging features dimensions, images that accurately depict the colour of the product, and symbols that provide information about the most important, specific features of a product. Light sources are also labelled in accordance with the EU Ecodesign Directive. This allows intelligent automation and lighting solutions to be quickly assigned at all points of the distribution chain.

From the manufacturer's warehouse to the wholesaler's shelf and the installation area, well-designed packages facilitate quick, easy identification and assignment of products at all stages — which is why ESYLUX has fundamentally optimised its packaging design.

Symbols provide information at a glance

In addition to brand elements such as the ESYLUX logo and riser, all packaging features an image of the relevant product, in the correct colour, and symbols on the front that give an overview of the most important features. This allows electricians to quickly find the right product to suit their needs, especially at the point of sale. For the automation range, the packaging may feature an image that shows the full field of detection, recommended installation height or—if relevant—information about the time-dependent control functions. For the lighting range,

features may include information on the luminous efficacy and glare rating, and additional labelling in accordance with the Ecodesign Directive — for example on energy consumption.

The packaging surfaces are enhanced with information about product dimensions; a QR link directs customers to the relevant product range on the ESYLUX website. In addition, the manufacturer has standardised the packaging sizes for all presence and motion detectors to make them even easier to identify. "By redesigning the packaging we are creating greater transparency, simplicity and efficiency at many points in the value creation chain and distribution chain, thus improving the customer journey," says Anne Spielberg, Head of International Marketing at ESYLUX.

ESYLUX packaging will be continuously and serially standardised according to the new design concept from now on and will be seen accordingly at the point of sale in electrical wholesalers.

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 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

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Photos and captions

(Source: ESYLUX GmbH)



DEFENSOR packaging

One of the first products with the new packaging: the outdoor motion detectors from the DEFENSOR series.