




TRADITION MEETS  
INNOVATION

.hess



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Welcome at Hess!

# Where tradition meets innovation.

Hess represents tradition, innovation and stability.

Hess – a name that stands for distinctive design and highest quality for more than 60 years.

We link traditional craftsmanship with innovative technology and design. As a premium manufacturer of outdoor lighting and street and site furnishings we understand and exceed our customers' needs.

At Hess we rise to every challenge and strive to create cities through special solutions as well as holistic concepts for the design of urban space.

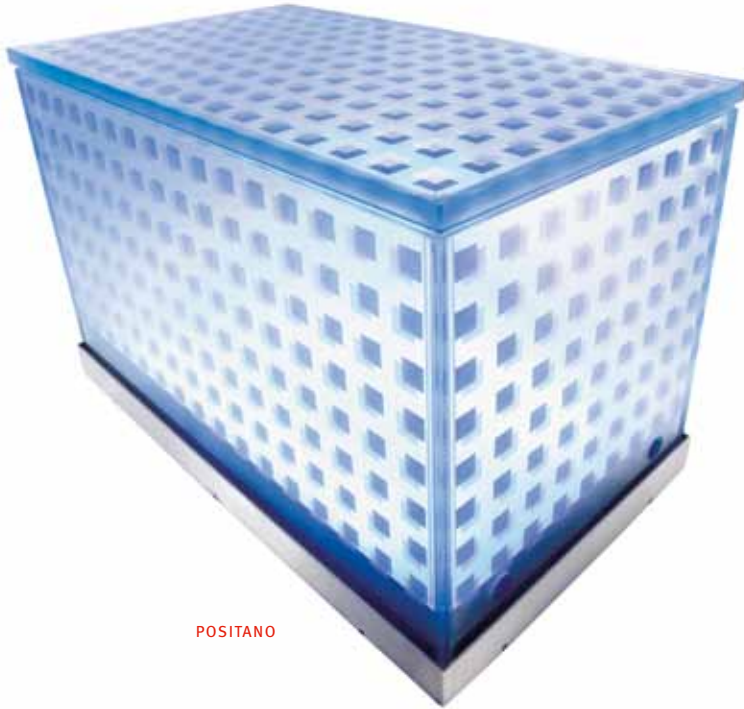


By launching the world's first LED street luminaire as early as in 2003, Hess demonstrated its innovative strength. We continuously invest in product development, design and technology. The Nordeon-Group helps us to further intensify these efforts. At present, we are developing a range of new product families and new technology, especially in the area of LED. This is where we can draw on Nordeon's resources, wealth of experience and development possibilities. Together with Nordeon, we have a solid financial basis.

We will present numerous innovations at the Light & Building 2014. Innovations in both design and technology, which enable the planning and implementation of new concepts in the urban area.



# Hess ...



POSITANO

- ... a leading premium manufacturer of design-oriented outdoor luminaires and street and site furnishings
- ... understands the needs and requirements of lighting design of public open space as well as the exterior illumination of objects
- ... offers a perfect combination of luminaires and street and site furnishings for holistic concepts of urban and open space planning
- ... represents an exceptional design language and an exceptional quality
- ... combines traditional craftsmanship with modern technology

... is the partner for customer-specific special solutions

... is the specialist for architects, planners, cities, municipalities and builders; from the planning through to the installation in order to create beautiful cities

... provides cities and municipalities with an energy-efficient and design-oriented product portfolio for upgrading or replanning cities and open space

... offers a broad portfolio of modern and modular LED technology as well as intelligent lighting management systems

CITY ELEMENTS



**... is the partner for innovative and sophisticated light solutions and urban furniture**

# Q&A

What does the “new” Hess stand for?

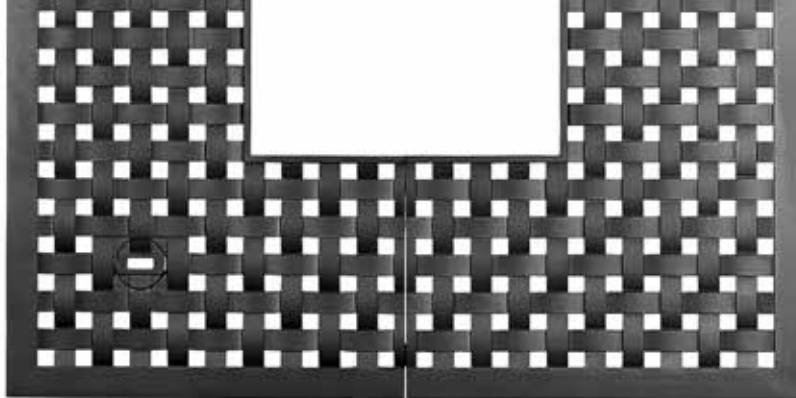
Hess represents tradition, innovation and stability. Tradition, as we stand for a distinctive design language that is typical for Hess as well as an unmistakable high quality ensured by our professional craftsmanship, building on over 60 years of experience in producing in the Black Forest, Germany.

Hess represents innovation. As the world’s first manufacturer of a LED street luminaire, Hess has taken over a leading role for innovative LED outdoor lighting as early as in 2003. Our luminaires offer more than efficient light. Our solutions and customization skills support architects and municipalities to create cities. Our projected new product developments will further cater to our customers’ needs.

Hess represents stability. Having Nordeon-Group as strong and financially solid parent company, Hess is able to focus entirely on its core business again: designing, developing and manufacturing holistic solutions and city concepts enabled through innovative and design-oriented luminaires and street and site furnishings – “made by Hess“.

What has changed since Hess became part of the Nordeon-Group?

A new era began for Hess on 1st October, 2013. An era in which we continue to build on the existing strengths of Hess, while at the same time benefiting from being part of a strong group.



REGULUS

We can now rely on an extended technology base, financial resources and investments in the future and can entirely focus on our customers and product development.

The investment company Varova is the owner of Nordeon. What effect does this have?

Above all, security. Varova relies on sustainability and a long-term business horizon. Furthermore, Varova introduces a lot of managerial experience – hands-on – day by day. At Hess we can and will benefit from this managerial experience.

Who will benefit from the new structure at Hess?

Our clients. We will invest at Hess. Investments in people. Investments in design. Investments in technology. Investments in the future of our products and thus in the future of Hess. Our customers will benefit from these investments in terms of highly innovative and design-oriented luminaires for urban space as well as street and site furnishing solutions.

# Q&A

How will Hess operate on the market in the future?

As Hess. Hess will remain Hess. This counts for both the distinct products and the sites. Even more. Targeted investments, the reinforcement of our teams and our innovations enable us to continue being a flexible, creative and sustainable partner for our customers.

What's the near future for Hess like?

Through Varova and Nordeon-Group respectively, we can entirely focus on our core business again. Together with Vulkan, we will provide customers with nearly every solution regarding outdoor lighting. Our customers can look forward to exciting new products and concepts.



TENSSO

What may one expect from Hess at the Light & Building 2014?

We will offer our customers at least two complete new product families at the Light & Building 2014. In the design language and quality that is typical for Hess and with new digital possibilities on top of that.

In addition, many of our products will undergo a technical relaunch. Latest lighting technology and control possibilities – “made by Hess”.

How will the product portfolio of Hess develop?

We have an ideal situation in combination with Nordeon. We can rely on the development possibilities of Nordeon and can constantly draw on the latest level of modern high-performance LED technology.

Beyond that, we are working on further improving the modularity and maintenance friendliness. Entirely in line with the requirements of our customers.



# Nordeon-Group

## **Competence in Lighting**

The Nordeon-Group – A new name in the lighting industry.  
Well established.

- 4 production sites
- ~ 600 employees
- more than 100 years of experience

The lighting industry is undergoing a profound change. The demand for energy-efficiency is increasing at all times and the development of efficient LED luminaires is taking giant steps forward. The Nordeon-Group is well positioned to help drive this change and to contribute to the protection of natural resources through the deployment of energy-efficient LED lighting.

## **Flexibility and quality, Made in Europe**

We strongly believe in developing and manufacturing products close to our customers, as this enables the quality and the flexibility our customers require. In addition, we prove that by smart investments in product and manufacturing technology we can bring competitive best in class products to the market, made in Europe.

## **A proven track record**

Nordeon was established in 2012 with the acquisition of Philips' professional (LED) luminaire manufacturing facility in Springe, Germany. Today, the Nordeon-Group combines the competence and

reputation of the two former Philips locations in Springe and Chalon sur Saône in France with two very powerfully established German outdoor lighting businesses: Vulkan in Springe and Hess in Villingen. As a result, the group combines more than 100 years of experience.

In addition, a highly innovative online wholesaler was started in April 2013 with InstallerDirect.com. Aimed exclusively at electrical installers in the area of lighting and installation of products.

## **Agile and customer focused with a solid backbone**

The Nordeon-Group consists of mid-sized, agile businesses that can rely on a shared infrastructure of a large company. Furthermore, the group ensures that the expertise and capabilities of its group companies are leveraged in order to deliver maximum value for its customers.

## **Solid financials**

Moreover, the Nordeon-Group ensures safety for the future and financial steadiness. The Nordeon-Group continues to strengthen its customer relations and its market position by means of targeted investments in the fields of technology and innovation as well as in the new and further development of designs. This makes the Nordeon-Group a long-term, reliable and attractive partner.

# Overview

SCAPE

## NORDEON-GROUP

### EXTERIOR

**.hess**

- High-quality and decorative outdoor lighting and street and site furnishings
- Holistic concepts for the design of urban space

**Vulkan**

- Technically advanced outdoor lighting
- Highly efficient with short payback times

### INTERIOR

**NORDEON** 

- Indoor lighting for retail, industry and office
- Professional Led luminaires with short payback time'
- Cost-effective fluorescent lamps of high quality
- Customer-specific fluorescent lamps for special applications

### WHOLESALE

**INSTALLERDIRECT.COM**

- Innovative online platform exclusively for electricians
- Delivery of high quality luminaires, lamps, control technology, equipment and accessories
- Cost-effective way of distribution and procurement respectively

# Vulkan



## Energy efficiency meets technical functionality

Vulkan's roots go all the way back to the year 1898. This makes Vulkan one of the oldest brands in the lighting industry. Particularly within the German-speaking area, the company enjoys a very good reputation. Building on this experience of 115 years, Vulkan offers cities, towns and utility companies products that are technically advanced. Products that deliver lighting solutions for streets, traffic junctions, danger spots, pedestrian areas and public buildings that comply with all the standards.

When it comes to its luminaires, the focus is on creating high levels of technical functionality and maximizing energy efficiency. Vulkan achieves this by the deployment of the latest LED technology and its technical design capabilities. In addition, we align ourselves very closely with our customer requirements when developing new products. Depending on the corresponding application area, we develop lighting technology that is optimally matched to these requirements.

Technically advanced products, made in Europe, at attractive prices. The combination of very high levels of energy-efficiency and long maintenance intervals result in very lucrative payback periods for Vulkan customers.

VIKING



**NORDEON** . A Member of the Nordeon-Group  
[www.nordeon.com](http://www.nordeon.com)

**NORDEON** 

### **A new name with a proven track record**

Nordeon is a new and innovative manufacturer of lighting products. New, but building on a long track record. Nordeon was established in 2012 with the acquisition of Philips' professional (LED) luminaire manufacturing and development facility in Springe. This is one of the largest manufacturing sites of LED products in Europe focusing on outdoor, industrial and retail applications.

In addition to the Springe location, the former Philips factory in Chalon sur Saône, France, specialising in fluorescent lamps joined the Nordeon-Group in December 2012.

Nordeon stands out in its experience in engineering professional luminaires in combination with the speed and flexibility of a newcomer. We combine the extensive new options that are available to us for the development of optical, electrotechnical and mechanical systems with many years of experience in the development of luminaires.

This provides the basis for a superior design and outstanding engineering. We also develop and produce economically-priced and high quality fluorescent lamps for standard usage as well as for special applications.

We strive to achieve high energy savings for our customers by the increased deployment of high-efficiency LEDs. Our mission is to introduce lighting solutions that have a 2-year payback time

We vouch for the fact that all the products we manufacture conform to all aspects of the highest European quality standards. To ensure this, we produce in Germany and France, which also gives our customers great supply flexibility.



**INSTALLERDIRECT.COM**

**Unconventional – Fast – Efficient; Changing the rules of the game**

InstallerDirect.com is embarking on a completely new journey. New and innovative. InstallerDirect.com is an online platform or better an online wholesaler set up especially and exclusively for electrical installers.

InstallerDirect.com is built on the concept of offering branded products from different, well-known, top quality manufacturers to registered installers at economical prices and with the shortest possible delivery times.

As well as luminaires and lamps, we offer control technology, components, installation material and accessories. Everything that an installer needs on site – and delivered as quickly as possible. If requested, orders placed by 5:00 pm will be delivered the following day.

Ordering is made even easier and more flexible through the use of an App for iPad or iPhone. We give our customers effective support with practical tools such as an LED pay-back time calculator or an LED product configurator.

**INSTALLERDIRECT.COM** – the online wholesaler for electrical installers.

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[www.installdirect.com](http://www.installdirect.com)



# Sites

● Headquarter ■ Production ● Sales

- 1 NORDEON Headquarter , Eindhoven (NL) . 2 NORDEON GmbH, Springe (DE)  
2 Vulkan, Springe (DE) . 3 Hess GmbH Licht + Form, Villingen-Schwenningen (DE)  
4 NORDEON France, Chalon sur Saône (FR) . 5 Hess America, Gaffney (SC/US)  
6 Hess Scandinavia, Stockholm (SE) . 7 Hess Spain, Barcelona (ES)  
8 Hess Belgium, Gent (BE)  
9 InstallerDirect.com, Chalon sur Saône (FR), Springe (DE), Eindhoven (NL)

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