

AAA-LUX and Abacus Lighting sign partnership

AAA-LUX and Abacus Lighting will enter a partnership to jointly develop and distribute high-quality LED floodlights globally.

The partnership will break the international market for LED floodlights wide-open and allows customers in virtually any country access to good quality LED floodlights. "Abacus Lighting is a well-respected provider of floodlight solutions internationally and has a very strong sales team. The organisation's track record speaks for itself and having it represent AAA-LUX floodlights will provide significant expansion of our global reach," says AAA-LUX CEO Erik Swennen.

Abacus Lighting General Director, John Telford, is equally happy. "Abacus has a very successful conventional high-powered floodlight range, to which we wanted to add LED floodlights that would be similarly successful. We looked at many floodlights which claim that they could meet the same performance standards. They all claimed to have the capability to light sport areas and industrial sites. But under scrutiny their products did not stand up to the claims. With AAA-LUX we found the performance and quality of fittings that matches our own standards," he explains. "AAA-LUX fits in with our product range allowing us to offer high wattage discharge lamp replacements to the customer who considers energy usage and CO2 savings a priority," he adds.

AAA-LUX floodlights have a more favourable energy usage capability, thanks to the significant investment AAA-LUX has made in improving the hardware and software for light management of LED floodlights. "The quality of the light management control system is equally, if not more, important than the flood light itself hence improving the quality of these systems has been a major focus point for us in the last few years," Erik Swennen explains.

Swennen points out that the recent successes of AAA-LUX have set new benchmarks for the industry. "AAA-LUX has been outshining all other suppliers in the floodlighting industry for a number of years. We were the first to introduce a retrofit solution for 2.000 watt convention luminaires for sport, five years ago. And more recently we were asked to illuminate the 2013 European Hockey Championships, making it the first international tournament that was illuminated by LED floodlights. AAA-LUX was also the first to provide floodlights for a professional football stadium. And at the Rietlanden terminal in the port of Amsterdam we proved that it is possible to provide adequate LED lighting from 45m height, an achievement that, to date, has not been matched."

All these successes can be attributed to the focus on quality, rather than on quantity, Swennen states. "All components used in our LED floodlights are developed and manufactured in-house. Our quality is determined by us as an organisation and not by the quality of one supplier. Our main facilities are located in Eindhoven in the Netherlands, which is the international cradle of illumination solutions and the high-tech industry. This allows us to bring the brightest minds

together when developing an LED floodlight that matches conventional floodlights in weight and wind-shear but exceeds the durability, illumination and are environmental quality."

END

MORE INFORMATION

AAA-LUX, a supplier of AAA-LUX and AREALUX floodlights, was called LEDExpert until December 2013. As part of a new strategy, all brands have been consolidated into AAA-LUX as of this year. To match the growing demand for high quality LED floodlights, AAA-LUX is currently re-aligning its organisation to bring its sales and services forces to the same level as its products.

Picture: AAA-LUX_Expo_Brussels_Atomium

Picture credit: AAA-LUX

Caption:

The partnership between AAA-LUX and Abacus Lighting is another step for AAA-LUX to expand its global reach.

For more information or high-resolution visuals, please contact:

Michel van Dooren, AAA-LUX
Michel.vandooren@ledexpert.com
Landline: +31 (0)40 237 7528
Cell phone: +31 (0)6 1337 3207