

Press release

TRILUX at Light + Building 2024

Innovations for the international professional audience

Arnsberg, July 2023 – TRILUX will once again participate in Light + Building in Frankfurt am Main in 2024. The German market leader for professional lighting will use the industry event to present a diverse range of groundbreaking solutions and services to the international trade audience - from award-winning designs and sustainability to smart lighting and IoT.

Customer centricity is a key success factor for TRILUX. In recent months, the lighting expert has visited its customers and partners throughout Europe directly on site as part of smaller events. "But regional as well as large international trade fairs such as Light + Building are also important building blocks for us for personal contact and direct exchange with the industry," explains Joachim Geiger, CSO and CMO at TRILUX.

In Frankfurt, TRILUX offers visitors a diverse trade fair experience from 03 to 08.03.2024. The focus will be on current product and technology innovations with a focus on energy efficiency, sustainability, digitalization and individualization. "We have an incredible number of stories to tell and things to show, ranging from groundbreaking lighting technology innovations to new partners that greatly expand our service portfolio in the area of IoT and digitalization," says Geiger.

Typical for TRILUX, the trade fair booth will not only be about technical data and facts - but about emotional product and brand experiences. "We will show what the lighting of tomorrow can already do today - and make light with all its potential and facets tangible and understandable," Joachim Geiger is pleased to say. The focus is on the applications Industry, Office, Retail and Outdoor. And there are groundbreaking discoveries to be made everywhere. A warm welcome to the TRILUX booth at Light + Building 2024 in Frankfurt am Main.

Pictures



[Foto: TRILUX_Light + Building 2024]

Der Lichtexperte TRILUX wird auf der Light + Building 2024 seine Messeneuheiten präsentieren.

Foto: Messe Frankfurt Exhibition GmbH / Jochen Günther

About TRILUX

TRILUX SIMPLIFY YOUR LIGHT represents the simplest and most reliable path to customized, energy-efficient and future-proof lighting solutions. In the dynamic and ever increasingly complex lighting market, customers are provided with optimal advice, ideal orientation and perfect light. To ensure this, TRILUX offers a wide portfolio of technologies and services as well as high-performance partners and companies in the TRILUX Group. The lighting specialist combines single components to create custom-designed complete solutions – always perfectly tailored to the customer's requirements and specific applications. In this way, complex and extensive projects can be simply and rapidly implemented from a single supplier. According to the principle of SIMPLIFY YOUR LIGHT, simple planning, installation and ease of use is focused on for customers in addition to quality and efficiency.

The TRILUX Group has seven production facilities in Europe and Asia and supports international customers via 33 subsidiaries and a large number of sales partners. The light business division consists of the brands TRILUX SIMPLIFY YOUR LIGHT, Oktalite and Zalux. Associated companies include wtec, Crosscan, ICT and the online platform watt24. As the department for Research and Development, the Innovation Center combines the innovative power under the umbrella of TRILUX. The TRILUX Akademie has locations in Germany, Austria, the Netherlands, Belgium, Great Britain and France communicating expertise concerning topics, trends and new developments in the lighting sector. The company employs just under 5,000 employees worldwide, with headquarters in Arnsberg in Germany.

For further information, please visit our website at www.trilux.com



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