



**LIGHT&BUILDING 2014.  
THE CHANGE.  
FAEL LUCE.**

Agrate Brianza, 6th of May 2014 - A reversal of trend. Here, in a nutshell, what it has meant for Fael LUCE the latest edition of Light & Building 2014.

The world is changing. We cannot help but notice it. Because the same people are evolving. And they change companies, of which they are part. Fael LUCE has hit the mark communicating, at Light & Building 2014 trade fair, the change. In a frame of design, built with quality materials, Fael LUCE has been welcoming visitors showing only products with LED technology.



A showcase that attracted visitors of high-level and strategic importance that appreciated the physical and technical quality of the displayed products and the professionalism of our team - said , satisfied, the President of Fael LUCE Mr . Luciano Parravicini. The event was the highlight of the official presentation of the "new" logo and visual identity, confirming the change undertaken by the company.

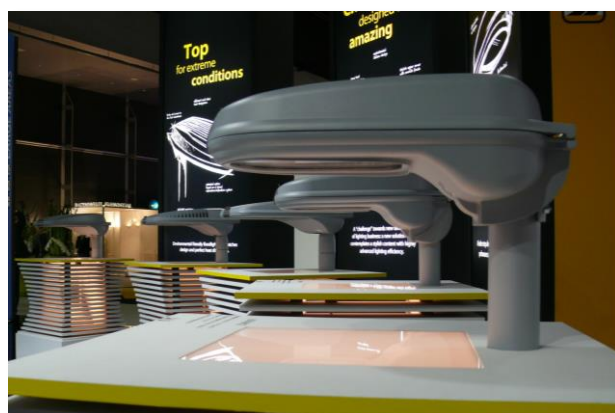
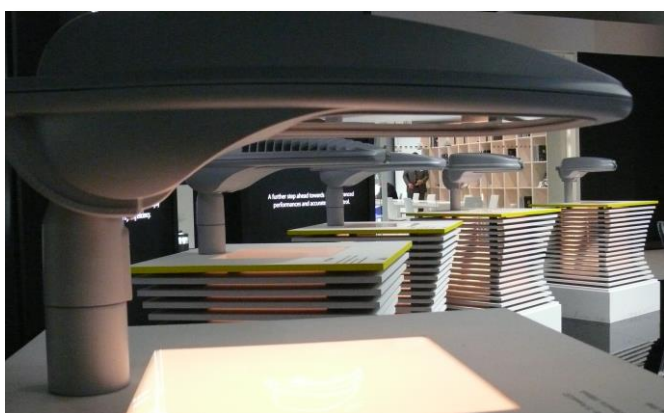
During the fair, Fael LUCE gave only a "taste" of the new LED luminaires, insisting consistently towards the direction already undertaken: develop and produce innovative and sustainable lighting solutions, with high technical content, suitable to meet every kind of needs.

The stand was designed to guide the visitor onto an hypothetical path between the application areas of the products displayed :

### STREETLIGHTING

A whole new range of products for street and urban installations. Design, outstanding performance and ability to skillfully regulate the luminous fluxes for an effective and efficient lighting.

**CHALLENGE, TOP, PROXIMO, INNOVA** and **ADVANCE**: these are the names of these new products that will revolutionize urban lighting.



### ARCHITECTURAL / BIG AREAS and SPORT LIGHTING

The new MACH LED series, with the ability to integrate multiple optics, meets the most exacting demands of urban and architectural lighting. There are several versions, designed to provide exceptional levels of illumination in a compact body, easy to install.



**COMMERCIAL & INDUSTRIAL LIGHTING**



**THE ONE SHOW** and **SHINE BRIGHT**: two new models that allow a perfect illumination of works, commercial and industrial environments. The possibility to integrate three different types of optics, gives the possibility to extend the application possibilities.

**BIG AREAS AND SPORT LIGHTING**



Two prototypes to show to which Fael LUCE is directed. That is medium and high power floodlights with LED technology, to efficiently light large areas and sports facilities of big dimensions.

All the latest news can be found on the new website [www.faelluce.com](http://www.faelluce.com) and in the new catalogs 2014, valuable tools for the daily activities of our interlocutors, who will appreciate the clear and complete information contained in them.

*Fael Luce is a leading company in the supplying of innovative and sustainable lighting systems. The huge range of products includes lighting systems for large areas and sport facilities, urban lighting, industrial and commercial structures. Established in 1965, headquartered in Agrate Brianza (Italy), FAEL Luce experienced a vast development, that allowed her to be present in several markets worldwide, where exports the 70% of her production.*

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