

Milestone: Brumberg Joins Strong Brand Alliances

Perfect overall solutions for upscale housing and living quality

Sundern, March 2016 Brumberg sets significant milestones: At the end of 2015, the professional lighting manufacturer from Sundern became a partner of 'eNet Alliance with GIRA/JUNG' as well as of 'FEELSMART'. The next step followed at the beginning of 2016. With Brumberg's entry into the strong brand alliance 'Connected Comfort' and the 'Electric Brands. Strong Partners. Initiative', the company carried out another future-oriented action. 'In order to be successful on a sustained basis in the market, we must offer our customers more than others – and right here we are joining with our new partnerships. Perfect overall solutions for upscale housing and living quality result from the collaboration with selected brands', explains Johannes Brumberg, who is, like his brother Benedikt Brumberg, the managing director and owner of the family business in the Sauerland region.

It is a strategy with which the company is setting the course for success in the digital age: digital networking today determines the daily routine – also in the area of smart building technology. The perfect interaction of state-of-the-art technology with high quality design makes unique residential comfort possible. Integration in the smart home, control using a smartphone and continuously adjustable light are becoming increasingly significant for upscale building standards. The comprehensive product portfolio of smart lighting systems from Brumberg fits superbly into this segment: 'We do not make any compromises with our products – quality and future-oriented solutions are the pillars of our success. With the new mergers, we are not only setting new living standards in the premium real estate sector. We are also deliberately pointing the way for strong brands', Benedikt Brumberg emphasizes.

The company's success is based on the high standard that it sets for itself: outstanding quality, individuality, flexibility with regard to customer requirements

and continuous innovation. This benchmark always applies when creating its products: precision, perfection and the highest level of material quality in conjunction with proven functionality.

Brumberg's alliances and partnerships

eNet Alliance with GIRA/JUNG: Combining the positive effects of a professional lighting technology with the advantages of an intelligent building control system – that is the task that BRUMBERG and JUNG/GIRA have set themselves with partnership of the two companies. eNet is a bidirectional radio system on the frequency of 868.3 MHz for building automation. It was developed with the goal of advancing networking in the digital age and simply to make possible smart home applications also for existing buildings and the renovation market. The lighting manufacturer Brumberg has here the expertise in the lighting technology sector. As part of the eNet Alliance, the dim2warm product line is being offered, which allows colour temperature to become warmer at the same time that dimming takes place. The 7 watt spot with an especially shallow installation depth is also being made available for eNet.

You can find further information at www.gira.de and www.jung.de

FEELSMART: FEELSMART makes available a platform that makes it easy for end customers, architects and planners to integrate efficient and optimally compatible products into the smart home via KNX (professional building system technology solution). With smart home products, longevity, efficiency and safety are the primary goals. Besides intelligent lighting solutions, this includes numerous brand-name products from the heating, plumbing, and control technology sectors as well as consumer electronics. With its intelligent KNX planning tool, FEELSMART is addressed to all electrical installation businesses and thus simplifies significantly the implementation of electrical planning. The linking of manufacturers, products and installers make FEELSMART the perfect starting point – both for private individuals as well as companies that want to automate a building using KNX. Within the framework of the alliance, Brumberg is primarily deploying vitaLED[®] – light for supporting the productivity curve in

harmony with human biorhythms – as well as the universally applicable white light luminaires from its extensive product line.

You can find further information at www.feelsmart.de

Connected Comfort: Leading premium brands from all sectors have joined forces under the umbrella of Connected Comfort in order to bring more intelligence into the home spanning all trades: Gira, Dornbracht, Revox, Miele, Vaillant, Loewe and Brumberg make possible, together with their local partners, a furnishings standard for value-added living at the highest level. Whether private or semi-public premium real estate, modernisation or new construction: Connected Comfort offers KNX-based networked building technology as the complete solution from a single source for special requirements. The selection of the lighting solution is thereby perfectly tailored to the property. People and not technology are always paramount. Certified GIRA system integrators ensure the high standard for building integration.

You can find further information at www.connected-comfort.de

Initiative Elektromarken. Starke Partner. [Electric Brands. Strong Partners. Initiative] The 'Elektromarken. Starke Partner.' initiative of the 17 leading brand manufacturers pools the reliable expertise and proven quality of the German electrical sector. Behind it stands not least a range of high quality products and services for the electrical trade. The goal of the initiative that was founded in 2005 is to strengthen brand awareness in the electrical trade and with electrical designers, architects and the electric wholesale trade. Because market values such as quality, dependability, performance, innovation, design, safety and service determine the success or failure of a project. The participating companies employ altogether over 27,000 employees and generated in 2009 overall sales of over 4.3 billion euros.

You can find further information at www.elektromarken.de

BRUMBERG Leuchten GmbH & Co. KG

The family-owned company, founded in 1873 by Hermann Josef Brumberg under the same name in Sundern – since 1985 known under the name Brumberg Leuchten GmbH & Co. KG – has established itself as a professional lighting manufacturer in the high quality smart lighting technology sector. It is among the leading suppliers and offers professional lighting solutions for almost all application areas. In its portfolio there is a broad

spectrum of LED lights and lighting fixtures with conventional light sources in various designs and power ratings. The company, family-run for five generations, is headed by the brothers Johannes and Benedikt Brumberg. In 2015, Brumberg became a partner of the “eNet Alliance with GIRA/JUNG” as well as of “FEELSMART”. In 2016, Brumberg joined the strong brand alliance “Connected Comfort” as well as the “Initiative Elektromarken. Starke Partner.” You can find further information at <http://www.brumberg.com>.

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