



**LOBSS.LED**

RETAIL

## COMPANY PROFILE



## VISIONS OF A FORWARD THINKING COMPANY

**ABOUT LOBS.LED.** LOBS.LED Deutschland GmbH is a Europe-wide acting company and one of the innovation leaders for the development of energy-saving LED technology. LED technology can be combined with a large variety of materials for all types of light applications. In addition to the manufacturing of LED products, LOBS.LED also offers the professional consultancy and the development of a comprehensive range of lighting concepts.

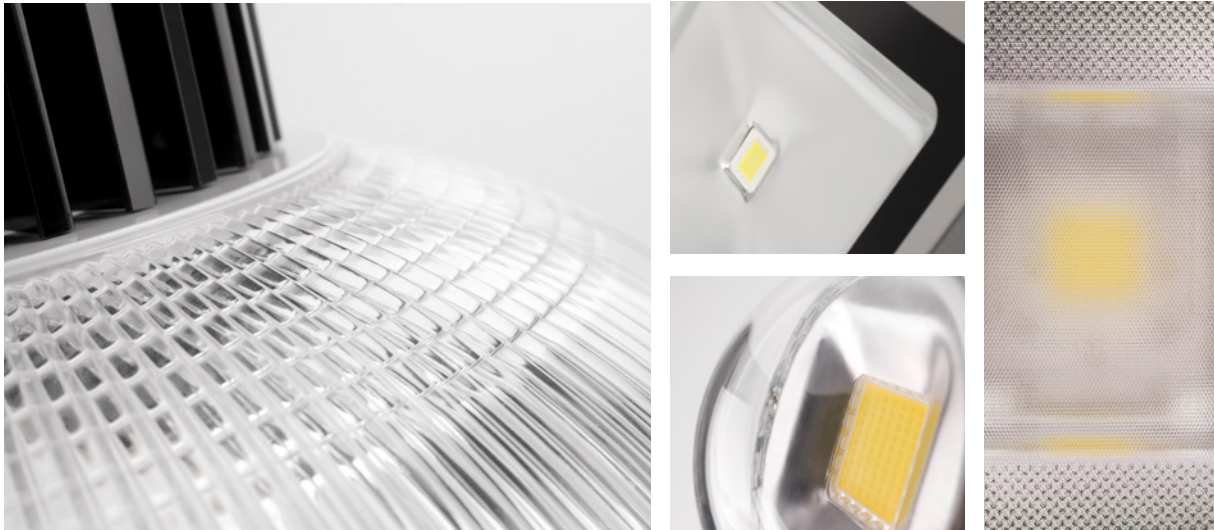
Our competitive advantage is that we concentrate in particular on LED technology. Our in-house development department ensures the necessary innovation and quality management required. LOBS.LED is a small company and therefore flexible enough to quickly respond to market demands, without the need to use rival lighting products.

**HIGH QUALITY & INNOVATIVE PRODUCTS.** LOBS.LED features a wide-ranging LED product portfolio, which meets the highest quality standards thanks to innovative technology, which enables it to be established on the market. The products are suitable for the private as well as the industrial and commercial sector.

**PREDICTED GROWTH.** In order to ensure the future growth on the global market, LOBS.LED intends to set up a world-wide group of companies with an international distribution network in geographically relevant key markets.

LOBS.LED is based in Krefeld, North Rhine-Westphalia, Germany, under the leadership of Elisabeth Schüssler-Kemper and currently employs 30 personnel.

## RETAIL



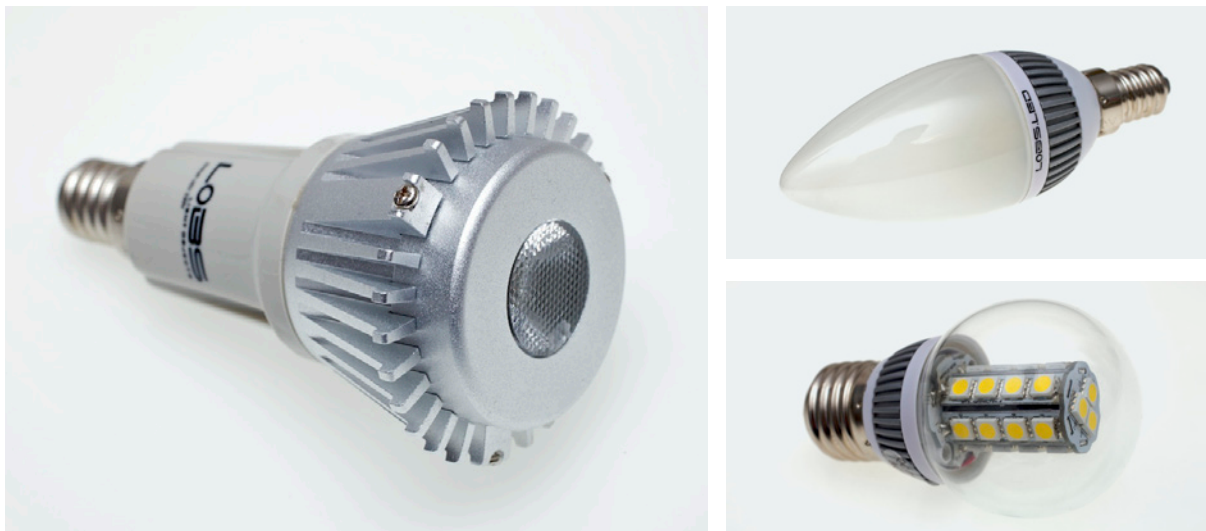
## LOBS.LED FOR RETAIL

**REALISE MARKET POTENTIAL.** Since light bulbs are all but disappearing from the market the demand for LED products is going to experience a significant increase by the end of 2010. To be properly prepared for the change in market conditions you need to find a reliable and innovative retail partner. LOBS.LED offers an extensive product portfolio for a wide variety of LED lighting concepts that are all reasonably priced. As an alternative to light bulbs, we offer LEDs up to 75 watts, thus enabling us to provide all levels of luminance. In addition, we offer a wide range of LED boards and lights in a variety of different shapes and colours.

The efficient coordination of all company processes coupled with excellent customer care is of outmost importance. With the support of LOBS.LED you can now benefit from the increasing market potential of our LED products and assure your competitive advantage. Technological innovation for the high-end lighting segment prevents deterioration in price and ensures greater added value.

You can find detailed information on the advantages of LEDs over other lighting sources in the appendix.

## COMPETENT PARTNER



## SUSTAINABILITY CONCEPT

**RELIABLE PARTNER.** Guaranteed delivery time within Germany and Europe for any sales outlets and supply of the smallest units through to entire lighting systems – LOBS.LED, a logistics and SCM-partner, guarantees you an effortless process. Moreover, our scalable capacity and resources enable the production and supply of large quantities of furniture and displays within a short period of time. In addition, LOBS.LED offers you a sale and return on orders as well as EDV support during the entire process. Obviously, we also offer you the possibility to distribute products under your own brand name or to specify the product line design for your customers according to your specifications.

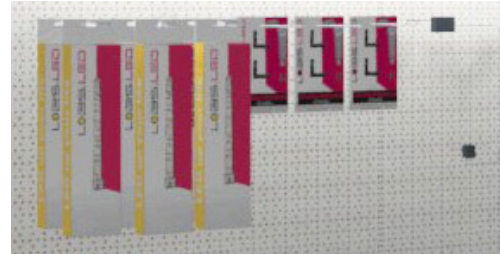
### LOBS.LED QUALITY GUARANTEE

- Quality Control & Certifications
- Layout Consistency (CI)
- Mistake free Orders
- Handling returns
- Speed & Schedule Adherence

### LOBS.LED DEUTSCHLAND GMBH

- LED experience since 2001
- German Engineering with quality innovation
- OEM development and production
- Quality Audit & certification
- Plug & Play Consumer Sets
- Value Added Services
- After Sales Services
- LOBS Quality Guarantee

## SERVICE PORTFOLIO



## FOR US SERVICE IS ESSENTIAL

**PROFESSIONAL SUPPORT RIGHT FROM THE BEGINNING.** rehlektro, the parent enterprise of LOBS.LED, was founded over 10 years ago and thus today LOBS.LED is able to provide substantial benefits to its customers, including quality management, guaranteed delivery times, flexibility in terms of quantity, products with Plug&Play function as well as extensive value added services and after sales services.

## AFTER SALES SERVICES

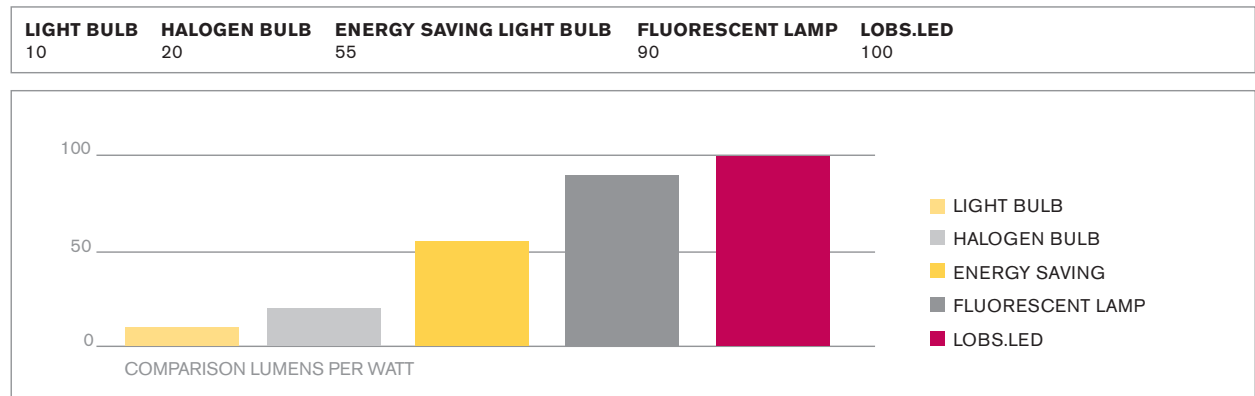
- Management Returns
- Customer-oriented reporting
- Customer Service  
(Service-Hotline for your customers)
- Knowledge transfer –  
LOBS.LED Showroom and training centre
- E competence
- E-learning and data-base for purchasers  
and sales personnel
- Internet presence for service, information, FAQs
- Data platform for knowledge transfer  
(data packages prepared individually  
for every customer)
- Interactive job training for sales personnel  
at POS
- Sales support (templates for advertising  
and information material)
- B2B purchase tool

## VALUE ADDED SERVICES

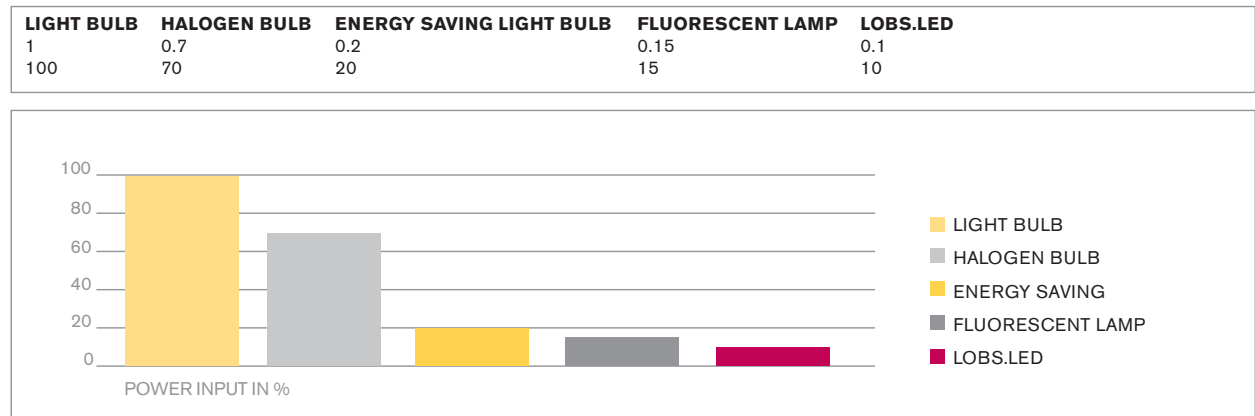
**SUPPORT FOR SUCCESSFUL SALE.** As a performance-oriented partner, LOBS.LED offers you various services to increase your sales over the long term. In addition to the flexible support of the product line and attractive presence in your store, LOBS.LED offers added value, by adapting to individual needs, through promotion, cross-selling, co-packing and bundles. Moreover, professional display management increases the chance of impulse purchases. Obviously, the LOBS.LED quality guarantee is assured.

## APPENDIX

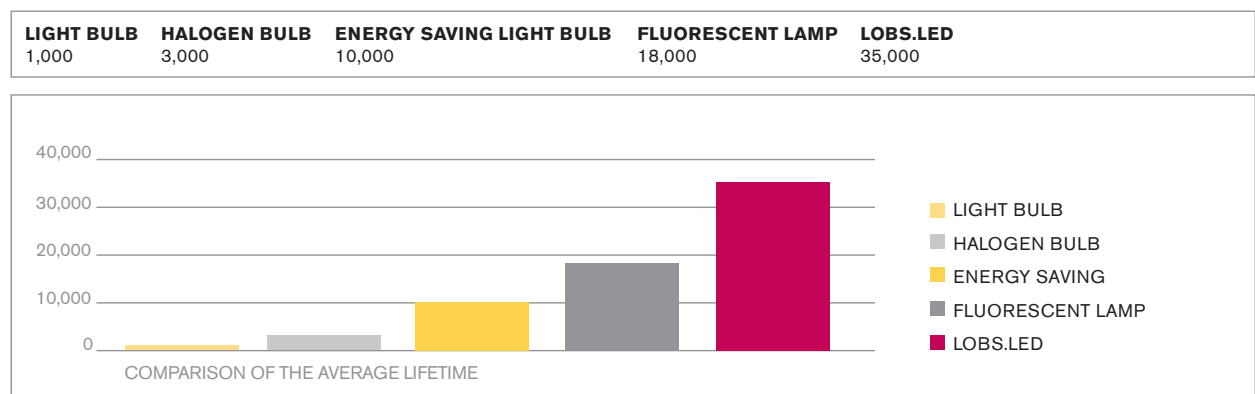
### COMPARISON LUMENS PER WATT



### COMPARISON POWER INPUT DURING EQUAL LIGHT POWER



### COMPARISON AVERAGE LIFETIME



# APPENDIX

## COMPARISON LAMPS

	LIGHT INTENSITY	ENERGY CON-SUMPTION <small>IN COMPARISON TO LIGHT BULB</small>	ENERGY EFFICIENCY CATEGORY	LIFETIME <small>(BURNING TIME 3H/DAY)</small>	COLOUR RENDERING INDEX RA	LIGHT COLOUR	SHADINESS	LIGHT CHARACTER
<b>LED</b>	APPROX. 700%	10-20%	A+ A B	UP TO 50000 H 50 YEARS	RA 80-95 1A-1B	3200 K TO 6500 K	DISTINCTIVE, BALANCED	ENTIRE SPECTRUM: COMFORTABLY WARM TO FOCUSED BRIGHT LIGHT
<b>LIGHT BULBS</b>	100%	100%	E F G	1000 H 1 JAHR	RA 100 1A	2700 K	BALANCED	COMFORTABLE, WARM, SOFT LIGHT
<b>12V-HALOGEN BULBS</b>	80%	70%	D E	2000-4000 H 2-4 YEARS	RA 100 1A	2900 K 3000 K	DISTINCTIVE	COMFORTABLE, SHINING, CLEAR LIGHT
<b>230V-HALOGEN BULBS</b>	110%	90%	D E	2000-4000 H 2-4 YEARS	RA 100 1A	2900 K 3000 K	DISTINCTIVE	COMFORTABLE, SHINING, CLEAR LIGHT
<b>12V-ECO HALOGEN BULBS</b>	APPROX. 170-200%	50-60%	B C	4000 H 4 YEARS	RA 100 1A	2900 K	VERY DISTINCTIVE	COMFORTABLE, SHINING, CLEAR LIGHT
<b>230V-ECO HALOGEN LAMPS</b>	140%	70%	B C D	2000 H 2 YEARS	RA 100 1A	2900 K	DISTINCTIVE	COMFORTABLE, SHINING, CLEAR LIGHT
<b>ENERGY SAVING BULBS</b>	APPROX. 500%	20%	A B C	10000 H 11 YEARS	RA 80 - 90 1B	2700 K 3000 K 4000 K	LOW	DULL LIGHT WITH VERY LITTLE SHADOW
<b>FLUORESCENT BULBS</b>	APPROX. 650%	15%	A B C	18000 H 16 YEARS	RA 80 - 90 1B	3000 K 4000 K 6500 K	LOW	VERY CONSISTENT LIGHT WITH LITTLE SHADINESS
<b>DISCHARGE BULBS</b>	APPROX. 650%	15%	A B C D	6000 H 5,5 YEARS	RA 80 - 95 1A-1B	3000 K	DISTINCTIVE	SHINING LIGHT WITH DISTINCTIVE SHADOW

**LIGHT COLOUR.** This illustrates the difference between cold and warm lighting. The light colour describes the distinct colour of the light, which is radiated from a lamp. The colours red and blue are of central importance. The more red components, the warmer the light is; the more blue components, the colder the light is. The light colour is measured in Kelvin (K):

**THE LOWER THE KELVIN NUMBER, THE WARMER THE LIGHT AND THE HIGHER THE NUMBER OF RED COMPONENTS.**  
**THE HIGHER THE KELVIN NUMBER, THE COLDER THE LIGHT AND THE HIGHER THE NUMBER OF BLUE COMPONENTS.**  
**UP TO 3,300 K = WARM – WHITE**  
**UP TO 5,000 K = NEUTRAL – WHITE**  
**OVER 5,000 K = DAYLIGHT – WHITE TO COLD-WHITE**



**COLOUR RENDERING.** Colour rendering determines whether light colours are soft or bright. It is divided into levels 1A, 1B, 2A, 2B till 4. 1A stands for the best possible colour rendering. The colour rendering can also be estimated using the precise 'general Colour Rendering Index Ra'. The index indicates how naturally the colours are rendered in artificial light. Ra = 100 stands for best possible colour rendering. The lower the index is, the weaker the colour rendering of the lamp.

INDEX RA	LEVEL	CHARACTERISTIC COLOUR RENDERING
90 - 100	1A	VERY GOOD
80 - 89	1B	GOOD
60 - 79	2B	SATISFACTORY
40 - 59	3	SUFFICIENT
0 - 39	4	INSUFFICIENT

