

EN



the whole  
**TRUTH** *about*  
**LUG**  
**light**



**01** OUR IDENTITY

**02** OUR HISTORY

**03** OUR PHILOSOPHY

**04** OUR VOICE

*our identity*











Do you know what is the biggest tragedy in this world? People who have never discovered who they are, what they want to do and who have had no passion. Sons who become blacksmiths because their fathers were blacksmiths. People who could have been a fantastic flutist, but they grow old and die without ever seeing any musical instruments, so they become ploughmen. People endowed with a talent they will never know. Or maybe they are not even born at a time when they could discover it.

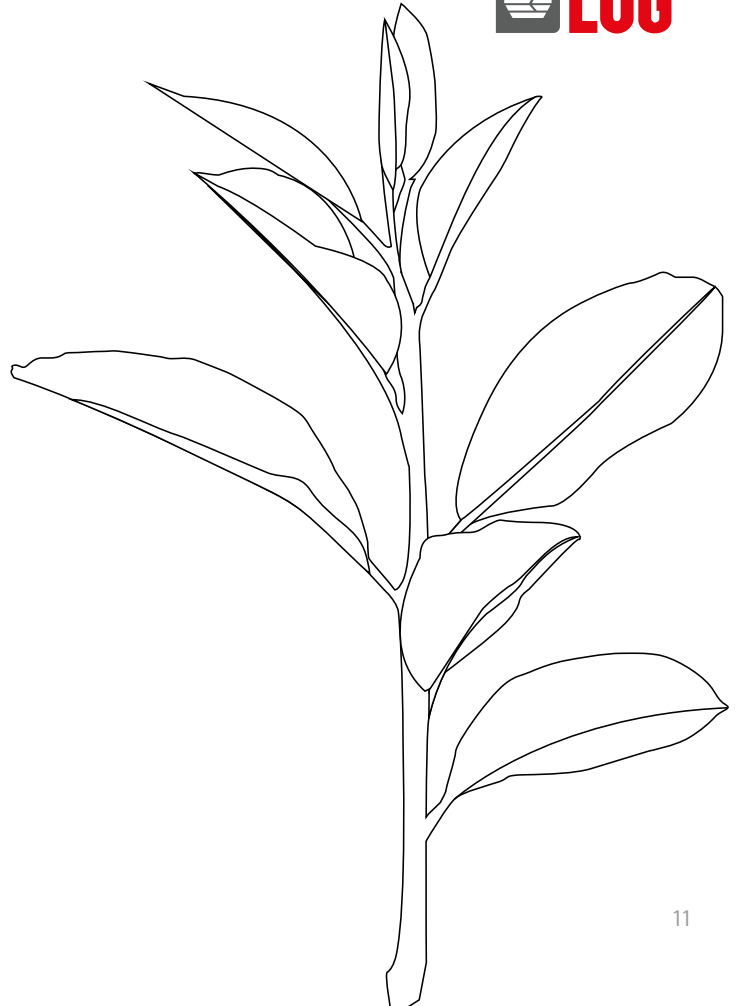


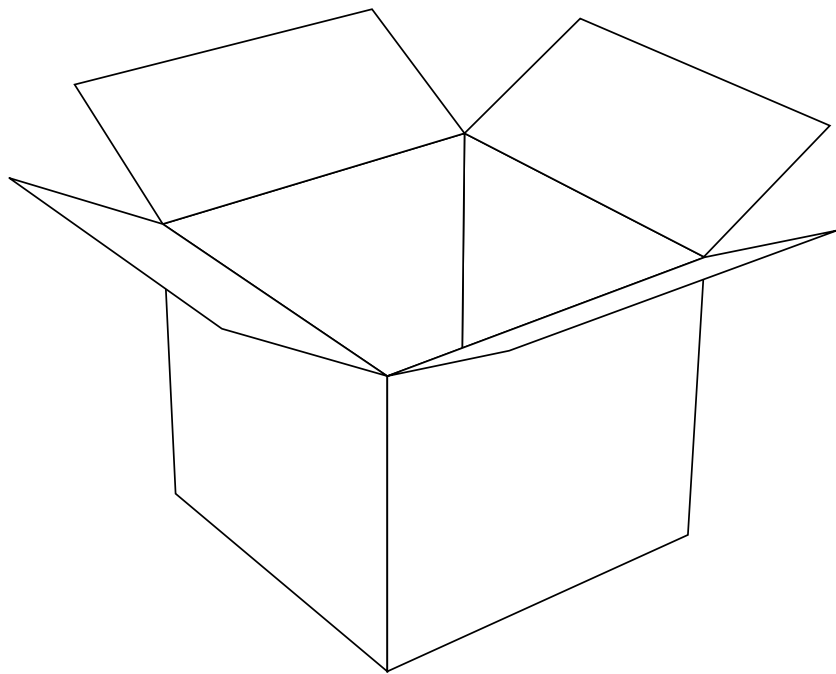
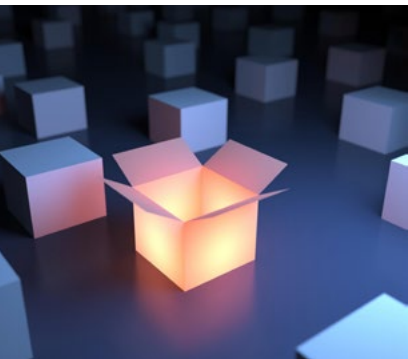




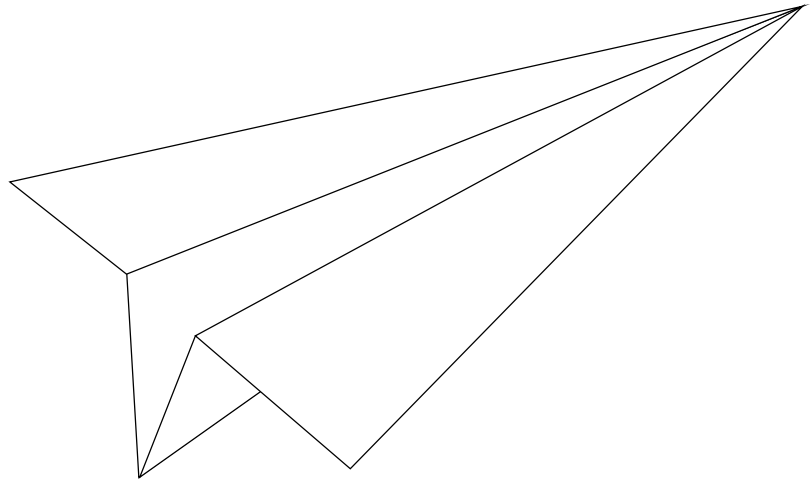
New ideas are the people behind them. It is about the closeness of relationship, the chemistry of interaction and the molecules of emotion that circulate in a team. Outstanding individuals provide a development impulse that makes the team real. By cultivating the values of partnership and cooperation, we focus on what is the most important – on man. Our lighting solutions are created by people and for people.

# TEAM

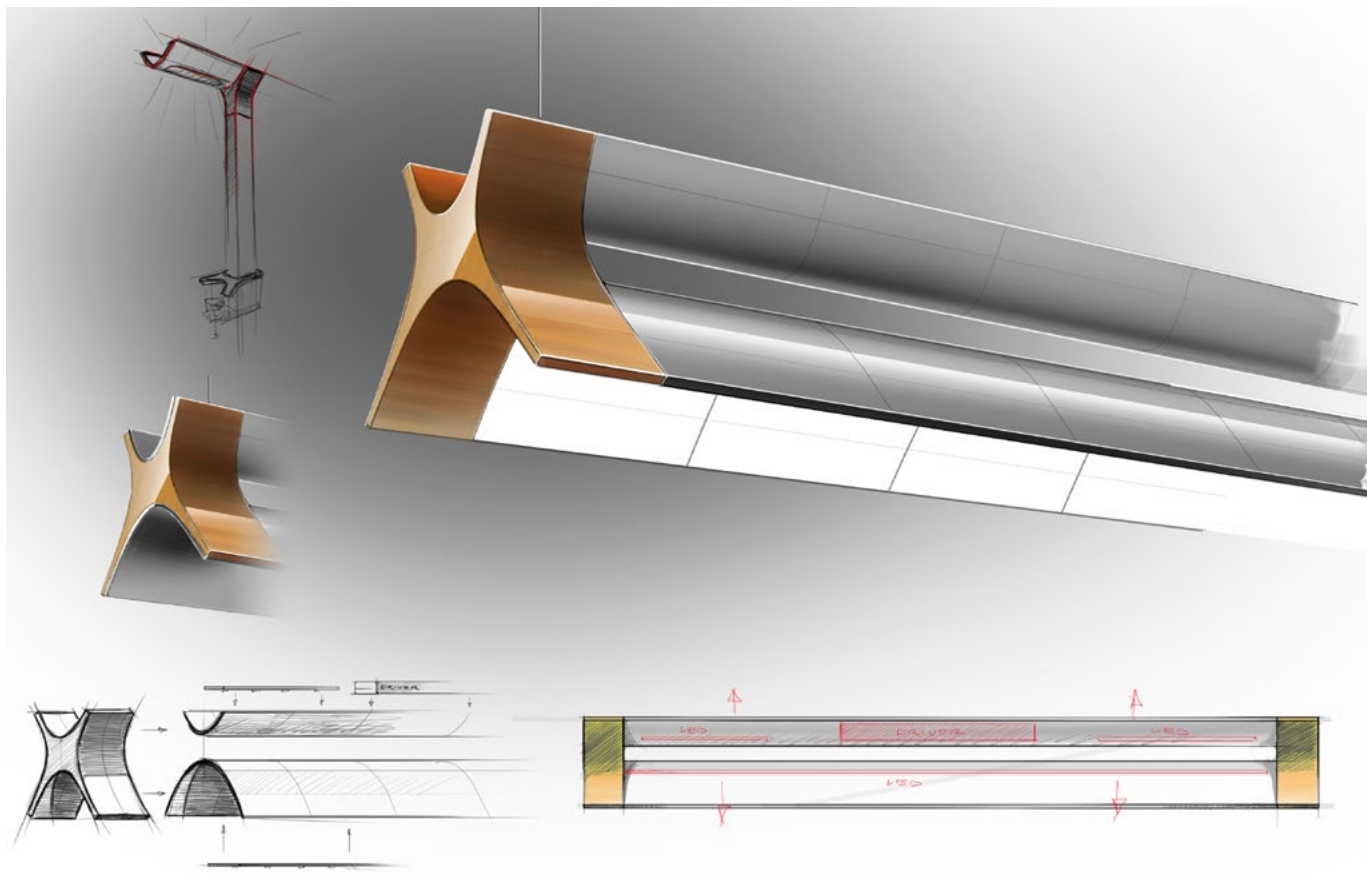




don't think  
outside the box  
**think** *like*  
there is  
**NO BOX**

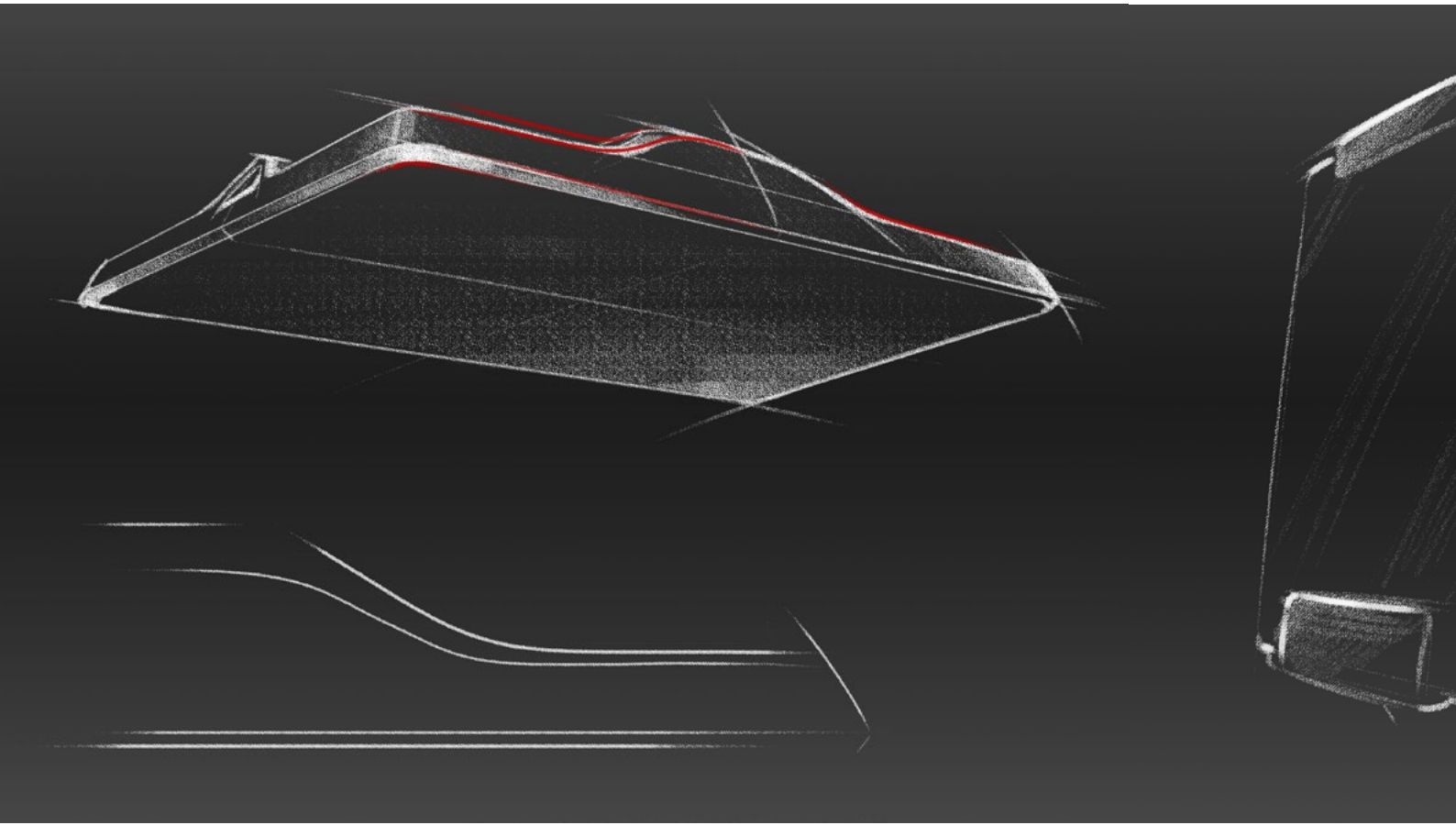


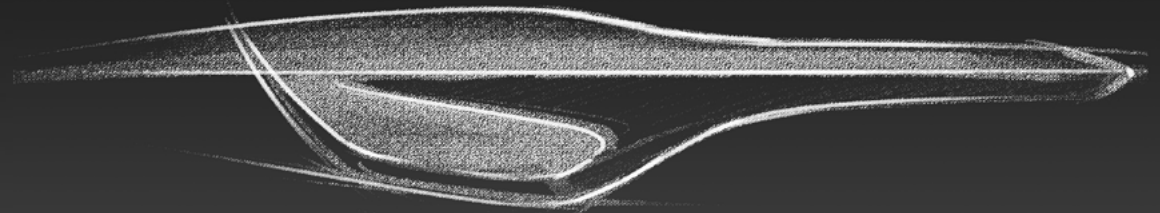
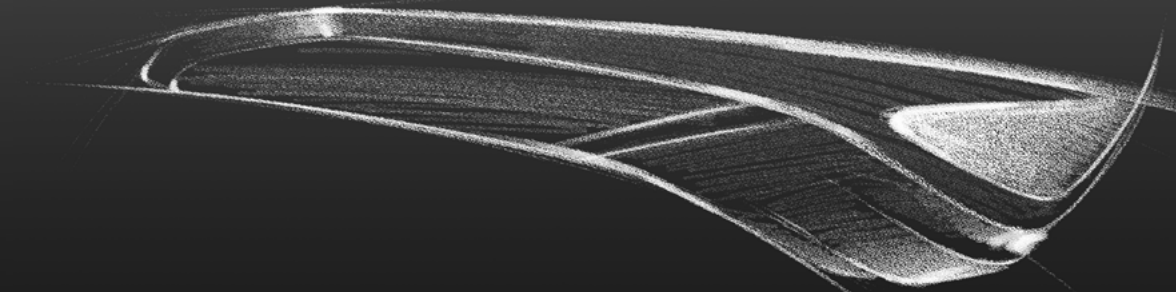
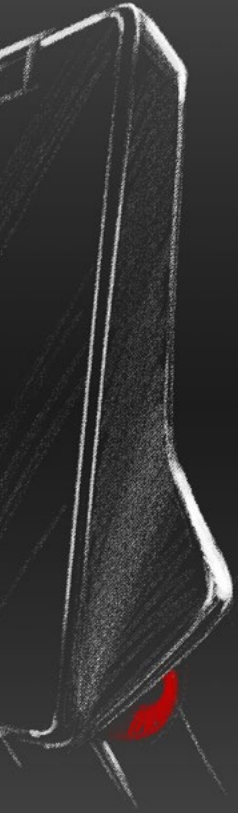
We manage the constraints and turn them into advantage, skilfully and step-by-step facing the challenges. Where others see problems, we see the potential of undiscovered solutions. We go beyond the schemes, we oppose the stereotypes and break the rules, because we believe that the best projects are born of passion for creation and freedom of thought.



# DESIGN

The art of design is finding the points of coexistence and maintaining cohesion with the environment. Curious about the world and hungry for new ideas, we are inspired by life because we believe that technological innovation deserves a beautiful form of a lighting fixture.





Designer



*our history*





'89

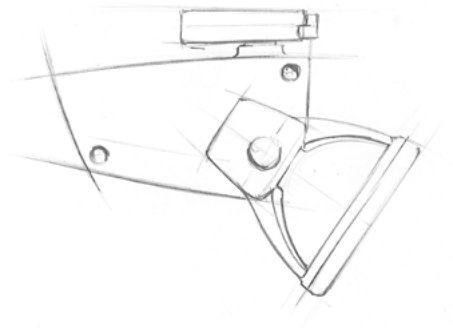
Our story began in 1989 in Poland. It was a year of great transformations, which released the dreams of freedom and created space for people with passion.

Imagine the production of luminaires in a garage, when nothing was available, or a shop full of luminaires just after the great emptiness on the shop shelves. That is what LUG was like.



The concept of a lighting brand inspired by passion, ambition and entrepreneurial spirit. The dream of a father and a son, of light enclosed in a beautiful form, created for the love of design and an obsession with the latest technology.

A brand that has undergone a revolutionary way from a small family business to a world-famous brand. It is not just about the changes that have taken place in the last 28 years, but also about the long-term perspective that we see, in which we fundamentally change the company.



The first independent solution with a huge sales success.

A lighting fixture which was created from the passion of creation and courage to overcome one's own limitations. It has broken the patterns and freed our love for design. We never looked back since. ROBIN is a symbol of the future in the history of our design.



*our philosophy*







# light & shadow

Do you know that feeling when you close your eyes and take a deep breath? Being in the middle of nowhere and at the very centre of everything at the same time. In a place where sounds give way to silence and everything that is material yields to nature. You find the perfect balance in which light coexists with darkness.

Darkness fills the universe. It has always accompanied humanity. It is indefinite and sinister. It awakens fear, because we forget that it also brings peace of mind and relaxation of the senses. It calms and even delivers joy. If you think that darkness is something big, think about light.

Light is everything. It brings the world out of the gloom and it is involved in almost every aspect of our activity. Light is people and emotions. Light is life. It is elusive, and yet closed in a beautiful form, and it extracts from everything what is the most beautiful in it.

The real inspiration is to understand that light and darkness are one whole. They have to coexist and define each other, so that everything makes sense. For the world to thrive, it needs constant inspiration, the source of which is darkness and infinite reserves of light that create life.

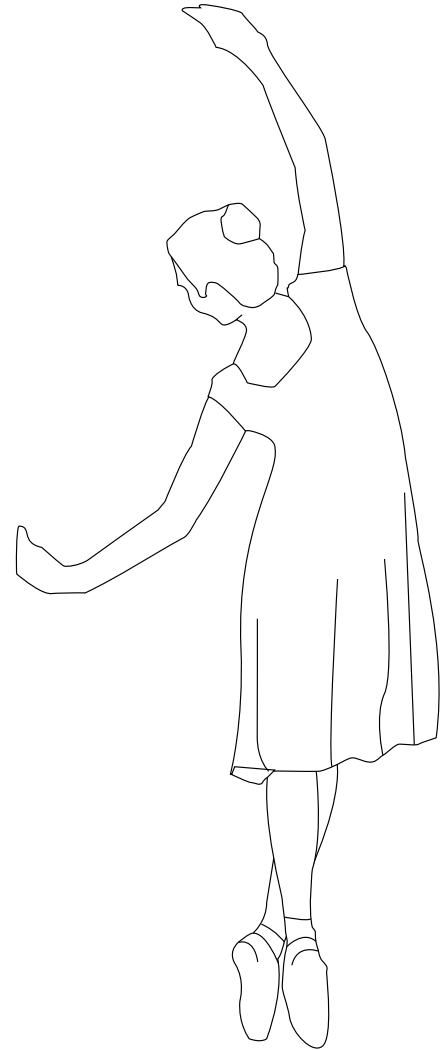
At LUG, we are well aware of that and, therefore, when creating our solutions we do not fight with the dark but seek perfect harmony of Light and Shadow.

## **LUG vision**

INTERNATIONAL LEADER  
OF INNOVATIVE LIGHTING SOLUTIONS

## **LUG mission**

WE CREATE INNOVATIVE LIGHT  
FOR LIFE WITH PASSION







# *we believe in our values*

## responsibility

We take responsibility for all our choices, actions and words.

## satisfaction

We find joy in taking action. We care about comfort and our own satisfaction, as well as the satisfaction of the surrounding world.

## development

We want to develop every single day.

## innovation

We go beyond the templates and create new ideas in the area of products, technology and management.

## partnership

We are driven by understanding, willingness to cooperate and respect for all.

# WORLD

In your world, you are the main character.

You challenge us,  
you want to work with the best  
and you look for inspiration.

# LIGHT

We give you something more  
than just a luminaire.

We give you creative solutions  
and satisfaction of individual needs.

Every day we strengthen  
your sense of comfort.

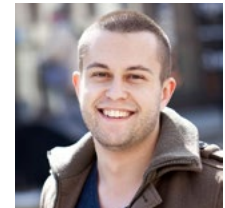
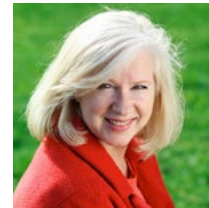
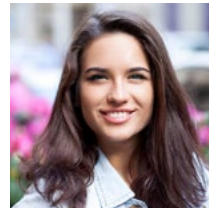
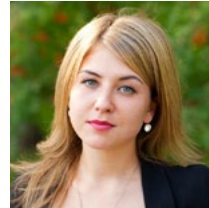
Our light makes your life more full.



Your world  
**our light**



**YOU**  
*are the most  
important*



## **ARCHITECT**

Passion  
for creating together

## **INTERIOR DESIGNER**

Inspiring  
cooperation

## **MAYOR**

Comprehensive  
service

## **EMPLOYEE**

Partnership and stable  
employment

## **OWNER**

Prospects  
for the future

# *we are* **customer** *driven*

Our inspiration and driving force is the customer's need and vision. Everything we create and how we work is associated with the realisation of the customer's needs.

We solve problems in an innovative way, abandoning the creative realisation of expectations to create added value for you and your project.

*we are* **service oriented**

We are focused on service delivery, we combine relationship, knowledge and product to offer tailored solutions.

For us, the product is a means to meet customer needs.

# FULL DIMENSION OF SPACE



## Mayor

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Together with his team, he determines the conditions of space development and has an impact on the comfort and safety of our lives.



## Architect

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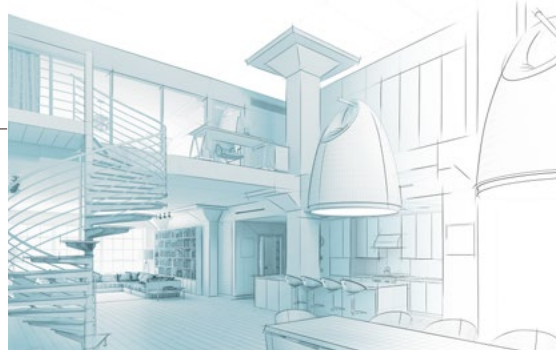
Creates architectural space, decides on the content of his project in collaboration with the industry representatives.

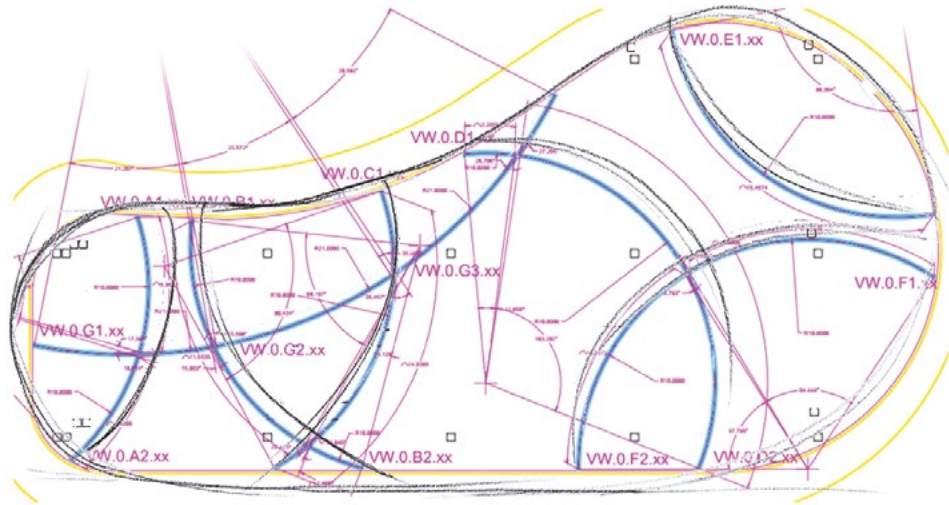


## Interior designer

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Creates the smallest unit of space that is the interior. This is where we spend most of our time.





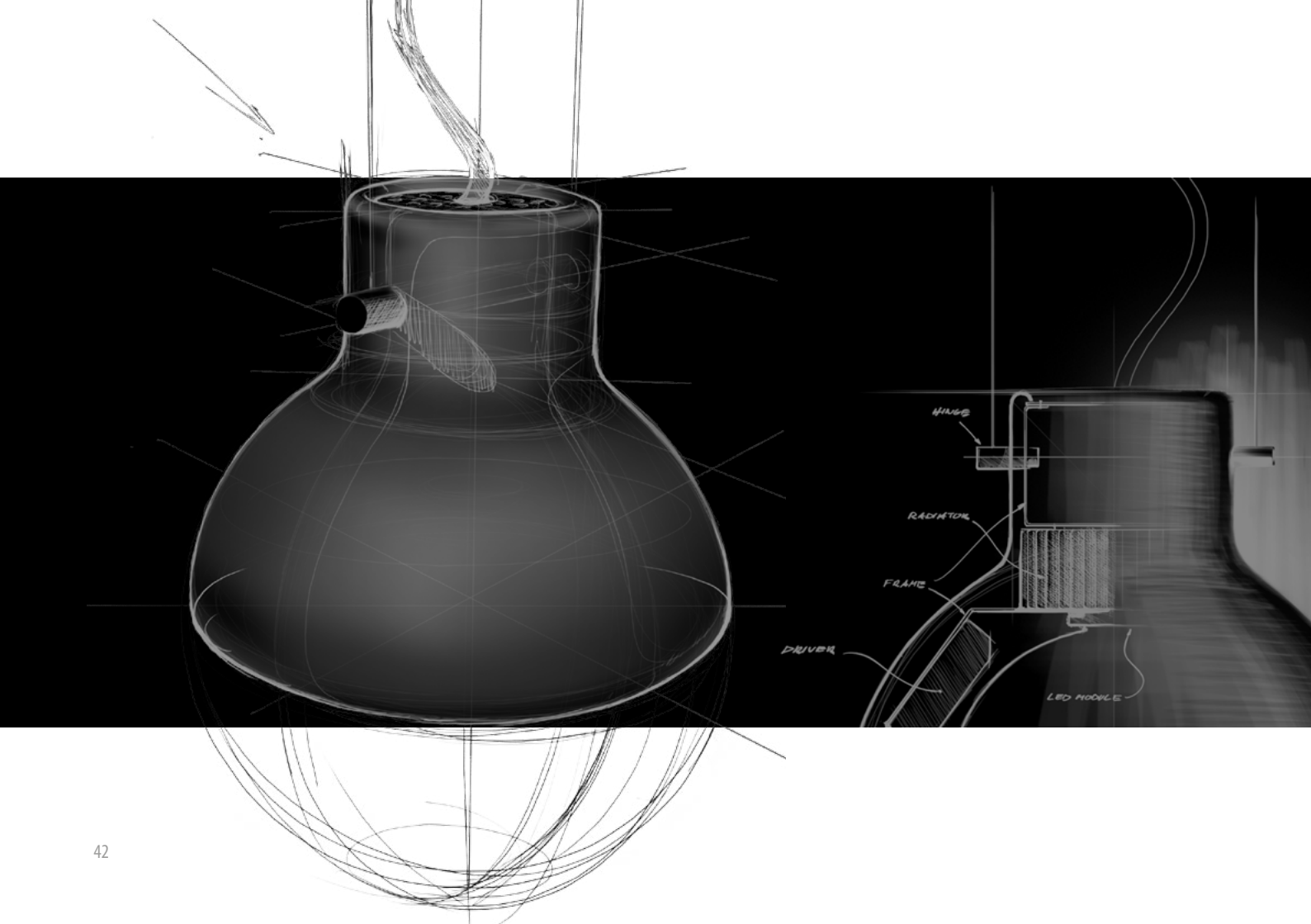
We believe that the best solutions originate from the synergy of your vision combined with our experience and daring creativity. We create projects just for you. We remain faithful to your idea, and we share our inspirations with you. Reflecting your concept is our goal. Thanks to that, we deliver solutions as unique as you.

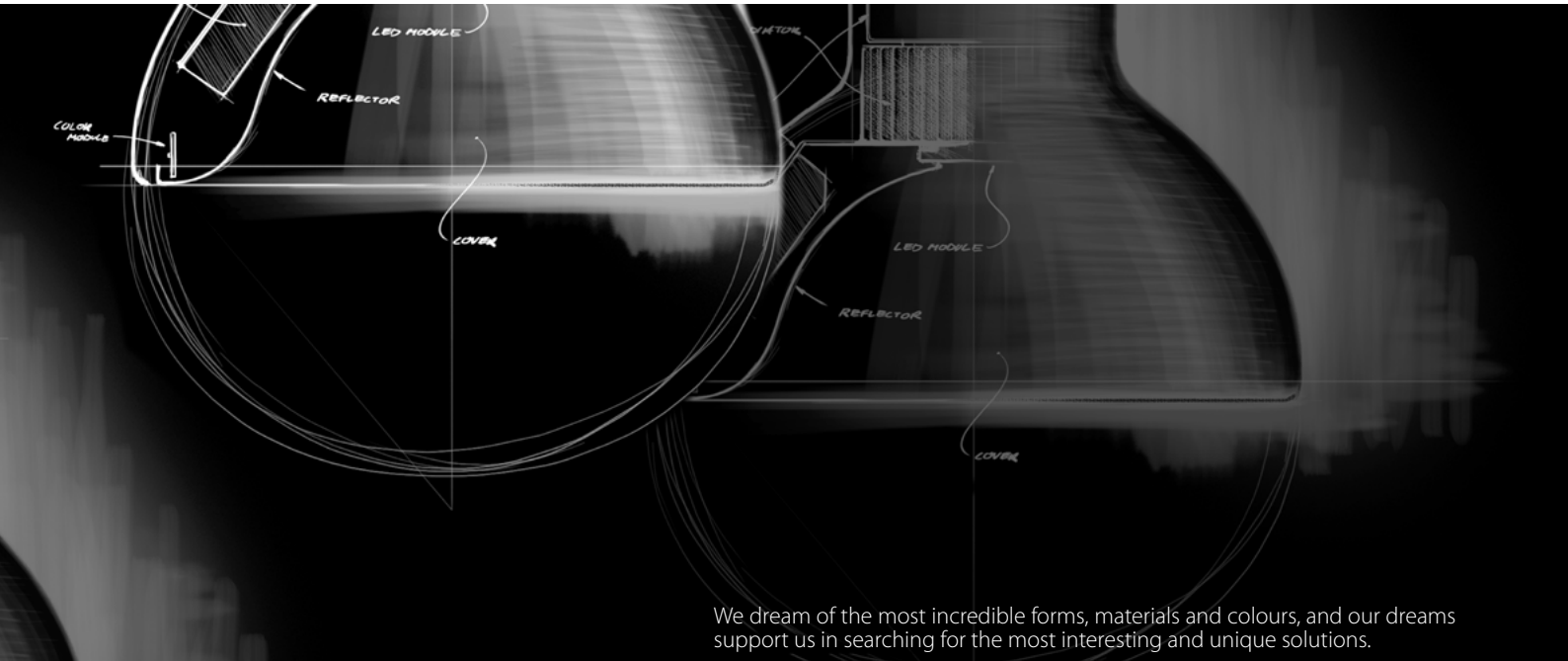
# *Bespoke*

We deliver Light created for you







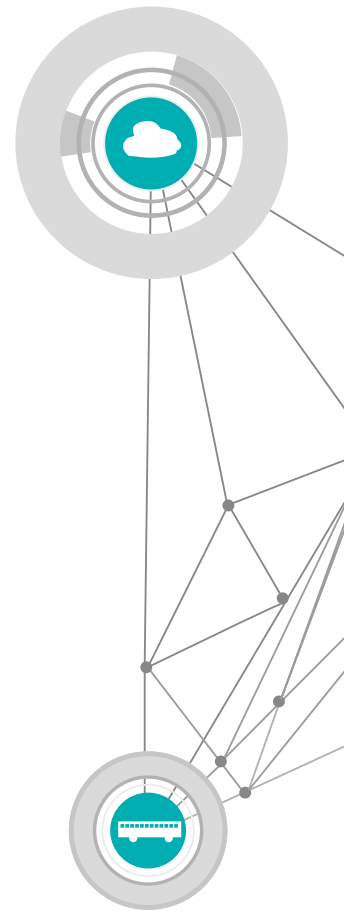


We dream of the most incredible forms, materials and colours, and our dreams support us in searching for the most interesting and unique solutions.

With our extensive competence, we are also able to translate your visions into the language of technology and experience.

# LUG FUTURE

Our light carries a promise of safety. We are a part of the urban tissue that meets your needs, where comfort and reliability set the highest standards. Only intelligent solutions will be able to meet your needs and evolve together with them.





*There is no doubt that everyone of us at LUG approaches the topic of light with a dose of madness,  
but we keep our traditions and business principles in mind, which are our lodestar.*

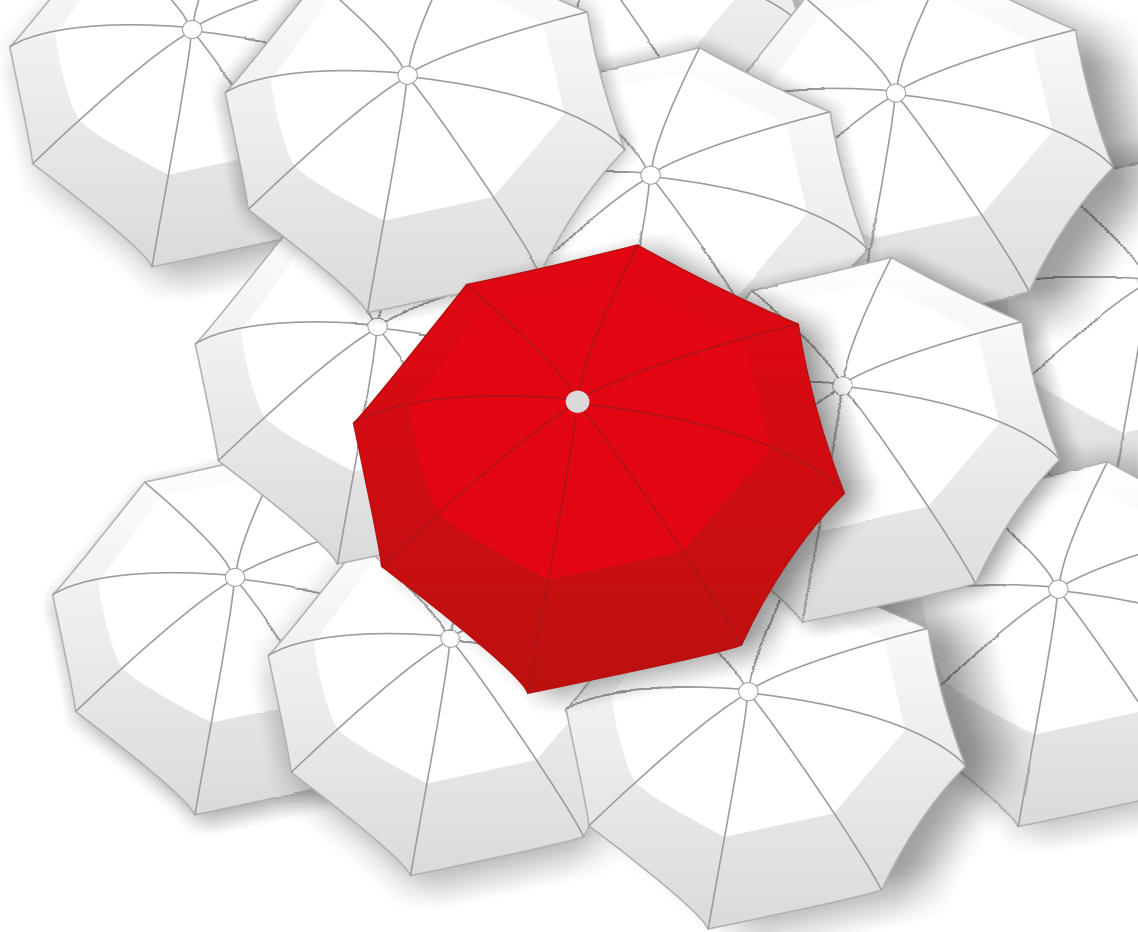
*The ideas gathered here are the core of who we are.  
LUG DNA.*

**INNOVATION**

**INTERNATIONALISATION**

**ORGANISATIONAL CULTURE**





## INNOVATION

We create light, not solutions.

Technology | Management | Philosophy of action | Service | Development | Research (R&D) | Self Service  
Personalisation | Uniqueness | Invention | Creative work | Creativity | Entrepreneurship | Responsibility

We accomplish bold ideas. Ideas that change the way light is perceived, the way it is experienced, created and delivered. We believe that in order to function permanently and effectively, innovation must penetrate all areas of our business and be equally visible in the area of technology, management, business philosophy, development directions or entrepreneurship. An organisation will become innovative only when every aspect of its operation is innovative.





## INTERNATIONALISATION

We create Emotions, not impressions

Internationalisation | Multiculturalism | Diversity | Competitiveness  
Perspective | Openness | Mobility | Partnership | Globality | Recognisability

Promoting diversity is the key. Changing the perspective of looking at humanity or cultural diversity may redefine the way we think about our lives and the way we experience it.

At LUG, we greatly appreciate growing among people who respect diversity just as we do. Working with them inside and outside the organisation, we want to create a platform that will connect and support new ideas and new life models.



## ORGANISATIONAL CULTURE

We are the LUG family, not just a team.

People | Relation | Values | Identity | Organisation DNA | Communication/Dialogue | Emotions | Multiculturalism  
Openness | Partnership | Responsibility | Community | Behaviour | Practice | Rituals/Customs

Everything starts with the smallest cell that needs symbiosis to give and to grow, to grow and to give. Focusing on a single human being and looking inside his or her heart makes it possible to incorporate his or her values, ideas and actions in a unique way, triggering new creative potential. Change is a natural part of everyone of us – an inherent and evolving one. We believe that the ability to look holistically at the present and the future is the engine of continuous development – our development and the development of the environment that we live in.

*our identity*



our name

# LUG

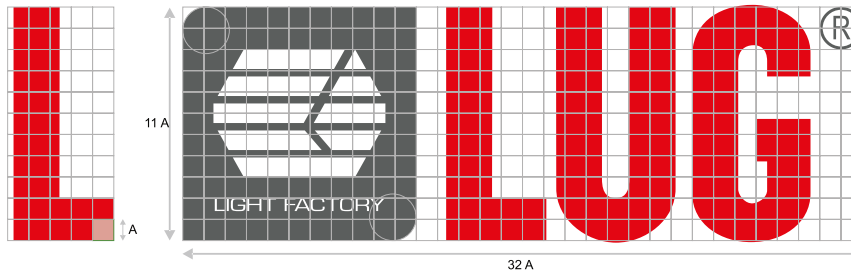
The DNA of our brand consists of a number of small stories that make up our heritage. It is a story of the founding family, but also the stories of over 500 employees, stories about hundreds of luminaires, thousands of projects, tales of tens of awards. It is a story of your world filled with light.

our motto

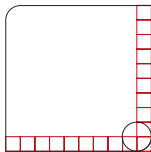
# Your world, our light

At LUG, we offer what you need in terms of lighting to make your life beautiful and full and to make the surrounding reality modern, safe and fascinating.

## our logo



The logo consists of a symbol – a graphic representation of a lighting fixture on grey background with the LIGHT FACTORY inscription and a logotype – LUG. To represent the proportion of the logo and the distance between its elements, an [A] unit has been used, equal to half the height of the horizontal line of letter L.



The pictogram is placed in a square with two opposite corners rounded. At the height of  $1/10$  of the side length, the circle outlines the arc.





our hashtag

#lightup

We move with the times, we care about organisational culture and we understand the power of communication. Therefore, all important LUG messages can be found by searching for the **#lightup** tag.

Let's stay in touch.

We light up your world.



[www.luglightfactory.com](http://www.luglightfactory.com)