

Press Release

Dornbirn, 6 July 2017

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REISS: Traditional lighting brand with a new look

- **A sharper image and a new strategic direction for REISS**
- **Positioning as a specialist in “extreme lighting” within the Zumtobel Group**
- **Website relaunch part of the new positioning**

Dornbirn, Austria – Following its new slogan “When lighting gets tough”, REISS is positioning itself internationally as the preferred point of contact for lighting in extreme environments. Since 1999, the traditional lighting brand REISS is part of the Zumtobel Group and is focusing on lighting solutions for heavy industrial, hazardous and extreme applications. REISS has expanded its product portfolio in order to be able to offer solutions that are appropriate for any requirement in these segments. This business transformation is also reflected in its re-designed website.

REISS focuses on the tough and extreme

REISS looks back on a long history in the lighting industry. With this transformation, the brand is positioning itself as a specialist in lighting solutions that are suitable for use in the most challenging situations. The message to the market is clear: REISS is the reliable partner for lighting solutions, no matter how demanding and difficult the area of application. Its new products meet demanding quality standards, are anti-vandal, explosion-proof and resistant to extreme temperatures, moisture and corrosion. To ensure even better levels of customer service, REISS is sold and serviced by the Zumtobel Group sales channels throughout the world. In addition, the product management team has been expanded in order to bring new solutions to the market even faster.

Strategic restructuring with customer focus

Pedro Rego, Vice President and Managing Director of REISS, is driving the transformation of the brand's strategic direction. His aim is to establish REISS internationally as the market leader and recognized expert in “extreme lighting”.

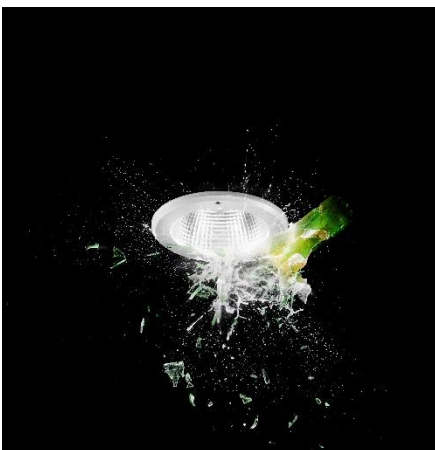
“REISS begins where others end. We deliver top light performance, high product reliability and superb total cost of ownership. At REISS, we work every day with and for our customers. Using our specialist knowledge we offer the ideal and fit for purpose solution for each application, no matter how extreme the conditions are. With a truly global market coverage, we support our customers, before, during and after the product's installation”, says Pedro Rego.



REISS begins where others end: Reliable lighting solutions for extreme environments.



Strategic restructuring focuses on top performance in extreme application areas as well as customer requirements.



New products meet demanding quality standards and are suitable for the most challenging situations.

Information

This press release and the accompanying high-resolution images can be downloaded at:

http://www.zumtobelgroup.com/en/press_center.htm

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About REISS

The REISS brand specialises in lighting and customised lighting solutions for extreme applications. The REISS product portfolio includes robust and impact-resistant luminaires designed for use in extremely high or low temperatures, conditions of gradual corrosion, in harsh industrial environments or areas at risk of explosion. In such cases, product reliability and safety are the top priority. In developing and manufacturing its products, REISS draws on its extensive experience gained over decades of cooperation and partnership with leading lighting manufacturers and customers around the world. For further information, please visit www.reiss-lighting.com

About the Zumtobel Group

The Zumtobel Group is an international lighting group and a leading player in the field of innovative lighting solutions and components. With its internationally established brands, Thorn, Tridonic and Zumtobel, and its acdc and Reiss brands, as well as the Zumtobel Group Services brand the Group offers its customers around the world a comprehensive range of products and services. In the lighting business the Group with its Thorn, Zumtobel and acdc brands is the European market leader. The Reiss brand supplies OEMs with luminaires with a higher degree of protection. Through its lighting components brand, Tridonic, the Group plays a leading role worldwide in the manufacture of hardware and software for lighting systems (LED light sources and LED drivers, sensors and lighting management). The Zumtobel Group Services (ZGS) brand offers a wide range of services including consultation on smart lighting controls and emergency lighting systems, light contracting, design services and project management of turnkey lighting solutions, as well as new, data-based services. The Group is listed on the Vienna Stock Exchange (ATX) and on the balance sheet date (April 30, 2017) employed a workforce of 6,562 employees. In the 2016/17 financial year, the Group posted revenues of EUR 1,303.9 million. The Zumtobel Group is based in Dornbirn in the Vorarlberg region of Austria. For further information, please visit www.zumtobelgroup.com/en