

NELUX (HK) INTERNATIONAL, LTD

Presentation

At **Nelux**, our mission is to provide **cutting-edge architectural lighting solutions** and **custom LED designs**, backed by over 30 years of experience in the industry.

We specialize in the **design, development, and manufacturing** of tailored LED lighting solutions that meet the specific needs of each client.

Our Products and Services

- **Custom LED Lighting** – Energy-efficient, durable solutions designed for both residential and commercial applications.
- **Premium LED Strips** – High-performance lighting solutions that enhance any space with brilliance and efficiency.
- **LED Downlights** – Combining energy efficiency, longevity, and customizable options for a wide range of designs.
- **Showcase Lighting** – Designed to highlight displays and products with precision and style.
- **Office Lighting** – Linear LED fixtures crafted to enhance architectural features and create workspaces that align with the client's vision.
- **Museum Lighting** – A complete range of solutions designed to meet the stringent requirements of museum and gallery environments.

Our Market Focus

We collaborate with **leading interior design firms, architecture studios, large-scale retail brands, and franchise chains**.

These sectors require **custom, high-volume lighting solutions**, and at **Nelux**, we are fully equipped to deliver high-quality, tailor-made products that meet their specific needs.

Nelux is committed to providing **innovative, bespoke lighting solutions**, ensuring that each client benefits from our extensive expertise and dedication to excellence.

Nelux: Your Strategic Partner for Custom LED Lighting

Who We Are

Nelux is a **specialized manufacturer of custom LED lighting solutions**, catering exclusively to B2B clients who demand high-quality, tailor-made lighting products.

We are not a conventional lighting supplier—our business model revolves around **designing, developing, and manufacturing LED lighting solutions for unique projects**, making us a **strategic partner** for businesses that seek to differentiate their commercial and architectural spaces.

With headquarters in Hong Kong and an optimized production network, we operate on an **international scale**, focusing on markets where lighting plays a crucial role in **customer experience and brand identity**.

What Sets Us Apart?

Bespoke Manufacturing

Every project is **custom-built** to meet the client's exact specifications, ensuring a unique lighting solution that seamlessly integrates into architectural or commercial spaces.

Advanced Technology & Uncompromising Quality

We utilize **high-performance components and cutting-edge LED technology**, guaranteeing **energy efficiency, durability, and optimal performance** in every luminaire.

Design & Production Flexibility

Unlike traditional manufacturers, we offer **full customization** in dimensions, color temperatures, wattage, CRI, optics, and installation systems.

Strategic Industry Focus

We target **high-volume B2B clients with specialized lighting needs**, allowing us to build long-term business relationships and develop tailored solutions for each sector.

Who We Serve?

We work with **businesses that require large-scale, specialized lighting solutions**, building **long-term strategic partnerships** with:

1. Interior Design and Decor Firms

- Companies seeking **exclusive lighting solutions** to complement their projects.
- Need for fixtures with **specific characteristics tailored to various design styles**.

2. Architectural Firms

- Architects who require **technical, high-performance lighting** for integration into their projects.
- Custom-designed solutions with **precise technical requirements** such as light distribution, color temperature, and energy efficiency.

3. Large-Scale Retail Brands & Franchises

- Retail chains and franchise brands that need **uniform lighting solutions** across all locations.
- Focus on **efficient, long-lasting, and low-maintenance** lighting products.

4. Luxury Brands & High-End Boutiques

- Need for **premium lighting solutions** that enhance product presentation and customer experience.
- Interest in **adjustable lighting, dynamic control systems, and high-CRI technology** to achieve exceptional color rendering.

Why Partner with Nelux?

- **Exclusive Product Development** – We adapt each project to **specific client requirements**, allowing them to stand out in the market.
- **Scalable & Efficient Production** – We can manufacture **small batches or large volumes**, always maintaining the highest quality standards.
- **Technical Support & Expert Consultation** – We collaborate with designers, architects, and procurement teams to ensure optimal lighting solutions.
- **Commitment to Innovation** – We continuously research and develop **new solutions** to enhance efficiency and versatility in LED lighting.

Expanding Nelux's Client Portfolio

Beyond our established sectors, Nelux is also positioned to serve new strategic industries where custom LED lighting is essential:

1. Hospitality & Hotel Industry

Why is this a key market?

- Hotels and resorts require **custom lighting** to create exclusive guest experiences.
- Need for **high-quality, long-lasting products** that minimize maintenance costs.
- Lighting plays a key role in **defining atmospheres** in **lobbies, restaurants, spas, guest rooms, and outdoor areas.**

Ideal Clients:

- International **hotel chains.**
- **Boutique hotels** with unique designs.
- **Luxury resorts** that demand high-end architectural lighting.

Key Products:

- ✓ Decorative lighting for rooms and lobbies.
- ✓ Accent lighting for spas and restaurants.
- ✓ Energy-efficient outdoor lighting for gardens and pools.

2. Shopping Malls & Large-Scale Retail Spaces

Why is this a key market?

- Demand for **efficient, uniform lighting** to enhance the shopping experience.
- Need for **custom solutions** across different areas: hallways, anchor stores, common spaces, parking lots.
- Focus on **sustainable, low-consumption lighting** to optimize operational costs.

3. Healthcare & Medical Facilities

Why is this a key market?

- Medical centers require **flicker-free lighting** to ensure patient and staff comfort.
- Demand for **antibacterial lighting solutions** in critical areas.
- Lighting plays a role in **patient well-being and therapeutic environments.**

Ideal Clients:

- **Private hospitals and clinics.**
- **Aesthetic surgery centers and medical spas.**
- **Elderly care facilities** with specialized lighting needs.

Key Products:

- ✓ Flicker-free LED panels for consultation rooms.
- ✓ Circadian lighting for patient relaxation.
- ✓ Specialized surgical and laboratory lighting.

Conclusion: Expanding Nelux's Market Reach

Nelux is diversifying its customer base beyond traditional **retail and architectural sectors**, expanding into industries such as **hospitality, healthcare, entertainment, corporate offices, and infrastructure projects.**

This shift positions us as a **leader in tailor-made LED lighting solutions**, catering to markets that require advanced, high-volume, and uniquely designed lighting solutions.

Message from the CEO, Europe | Nelux Architectural Lighting Products

"Lighting goes beyond mere visibility or decoration; it is a fundamental element in shaping experiences, functionality, and efficiency in any space. In the world of custom LED lighting, every solution must be strategically designed to influence both the environment and the people within it.

A well-designed lighting solution can transform the perception of a space—creating openness, warmth, and identity. It enhances productivity in workplaces, strengthens brand identity in retail, and promotes well-being in healthcare and hospitality environments. In architectural and commercial settings, lighting is a powerful tool to direct focus, highlight textures, and reinforce a brand's essence.

From an efficiency standpoint, LED technology enables high-performance, energy-saving solutions without compromising quality. With advanced control systems, lighting can adapt in real time to factors such as time of day, occupancy, or desired ambiance.

Ultimately, lighting is not just about illuminating a space—it is about shaping experiences, improving functionality, and optimizing energy use, making it a pillar of modern design and innovation."

Best regards,

Jose Manuel Verdés

CEO Europe | Nelux Architectural Lighting Products