



Radium
Die Lichtmarke

June
2024

A company with tradition,
a brand of quality, a team with power.
Radium presents Radium.

www.radium.de

Our Staff, our Team, our Radium.
We make the difference.



The jewel of the lighting industry.

Radium at a glance.

- Oldest active German lamp manufacturer
- Headquarters in Wipperfürth: production, development and sales location for Radium products
- International sales and service orientation
- Medium-sized company structure with highest demands on quality and flexibility



Radium
Die Lichtmarke

Strong foundation, strong roots.

The basis for solid growth.

Important milestones in the company's history

1904

Foundation

On January 29, Richard Drecker and Adolf Berrenberg - an employee of Edison in the USA - founded the "Berrenbergsche Electricitätswerke GmbH". In the same year, the company was renamed "Radium-Elektrizitäts-Gesellschaft m.b.H.".



1967

Technical breakthrough

Color television went on air: Radium lit up the studios - and the game show "The Golden Shot" could be broadcast brilliantly.



2014

FIFA World Cup in Brazil

World Cup in Brazil: 8 out of 10 stadiums are illuminated with floodlights from Wipperfurth. The German national team becomes world champion under our lighting!



1904

1917

1967

1972

2014

2021

1917

Change in management

Eugen Kersting took over the management together with Richard Drecker. Under his technical leadership, Radium entered a golden age of impressive developments and far-reaching technical progress.



1972

Showing competence

Radium equipped all sports facilities at the Olympic Games in Munich with especially developed lamps.

Today

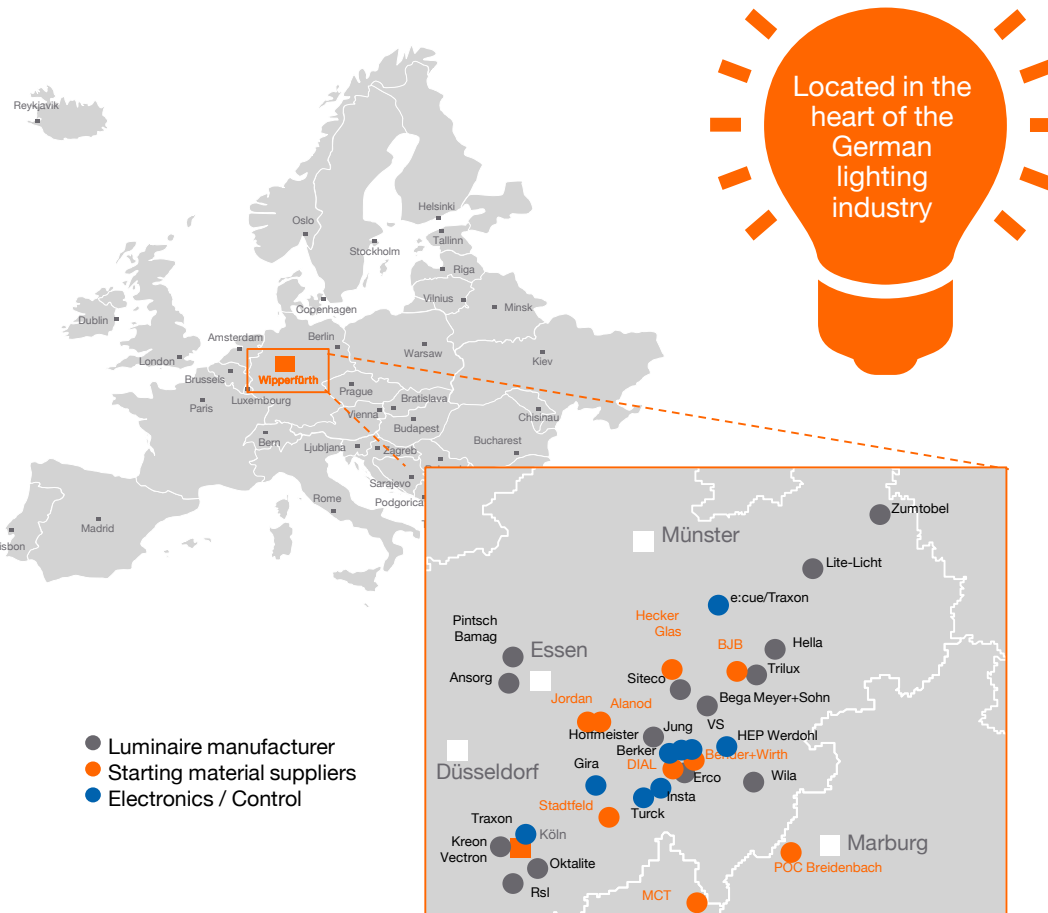
Tradition and experience

As Germany's oldest active lamp manufacturer, Radium produces innovative lighting technologies on highly industrial production lines for worldwide demand.



Germany, North Rhine-Westphalia, Wipperförth.

The region of light.



anno 1904
Oldest active German lamp
manufacturer



~ 180
Employees



> approx. 15%
of total sales through export



> 30
Companies in the lighting industry
in the immediate vicinity



13
Product groups for lighting in the
portfolio



3
Market share in Germany
according to GfK

Important highlights.

We aim to become a leading full-fledged supplier of a broad portfolio of lighting products in attractive and profitable niche segments.



Leading and renowned lighting brand - brands in >80 countries



Direct and international customer access



Strategically advantageous locations



Comprehensive general lighting portfolio and professional niches



High-end operating facilities in Wipperfürth



Integrated player with all internal competencies



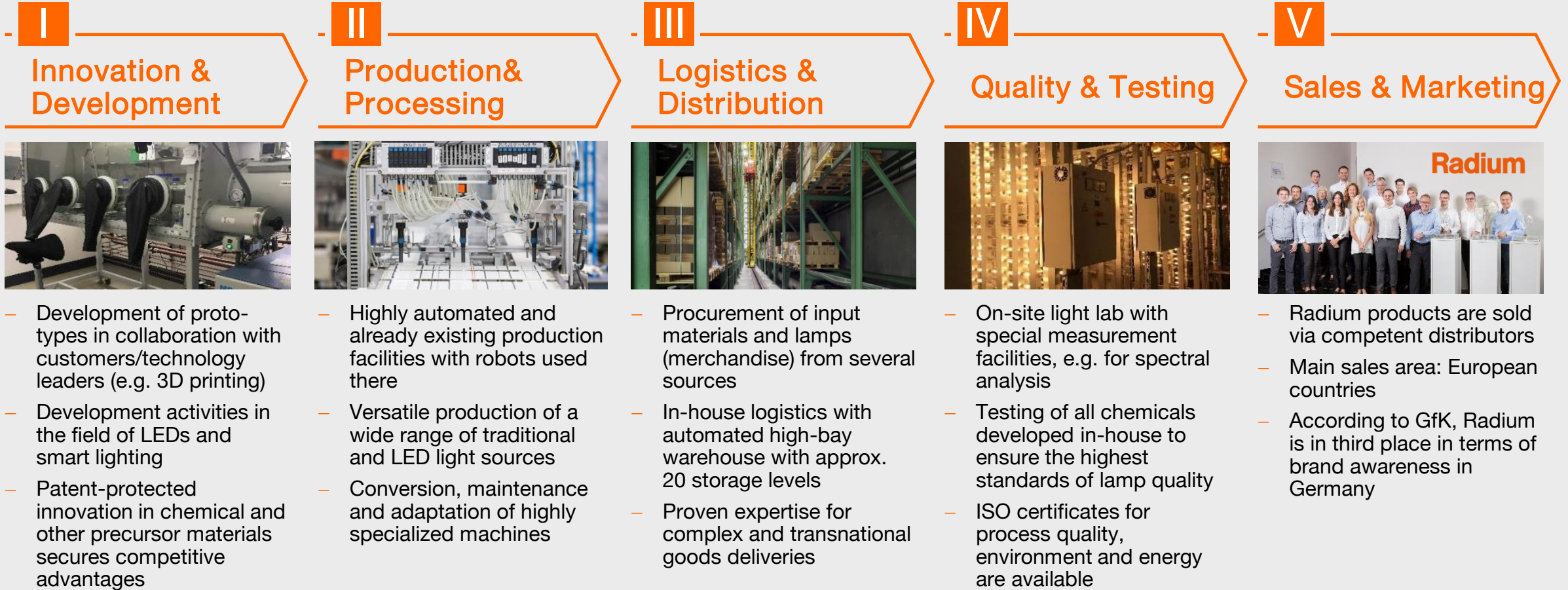
Qualified and experienced workforce



Profitably operated company

Pre-product, precede, present fulfilment.

A complete value-added chain for complete autonomy.



Our Guidelines.

Vision and Mission.

We have developed a vision for our company that addresses "*Why we work*", as well as providing guiding principles for the mission on which we move with "*How we work*".

VISION.

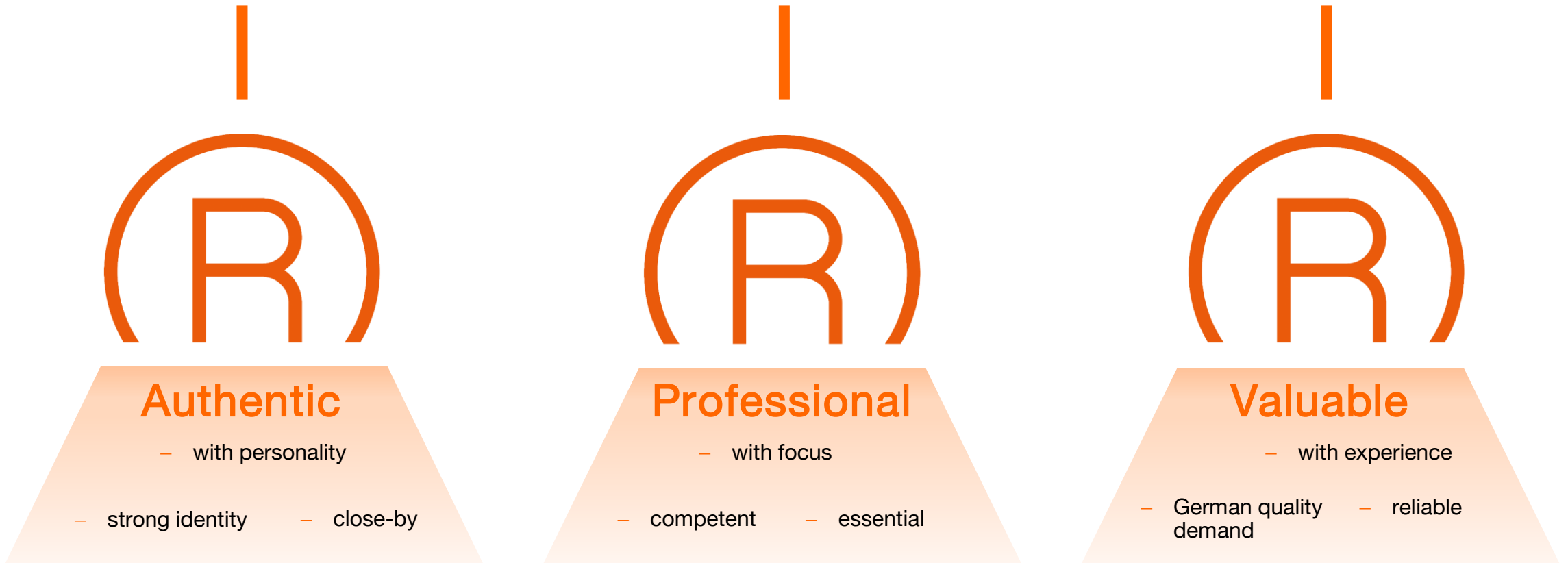
Light inspires us. Light means life and health, growth and progress, energy and work, creates safety and guides the way. That's why we develop and produce sustainable lighting solutions in Germany for discerning customers around the world.

MISSION.

We identify market trends and translate individual customer needs creatively into modular lighting solutions. In doing so, we always act as fair partners and with a maximum of flexibility. By using new technologies, we make optimal use of our resources. We work as a team keeping the goal in mind at all times and promote entrepreneurship at all levels. We continuously review our actions self-critically.

Character, orientation, definition.

Radium Die Lichtmarke.

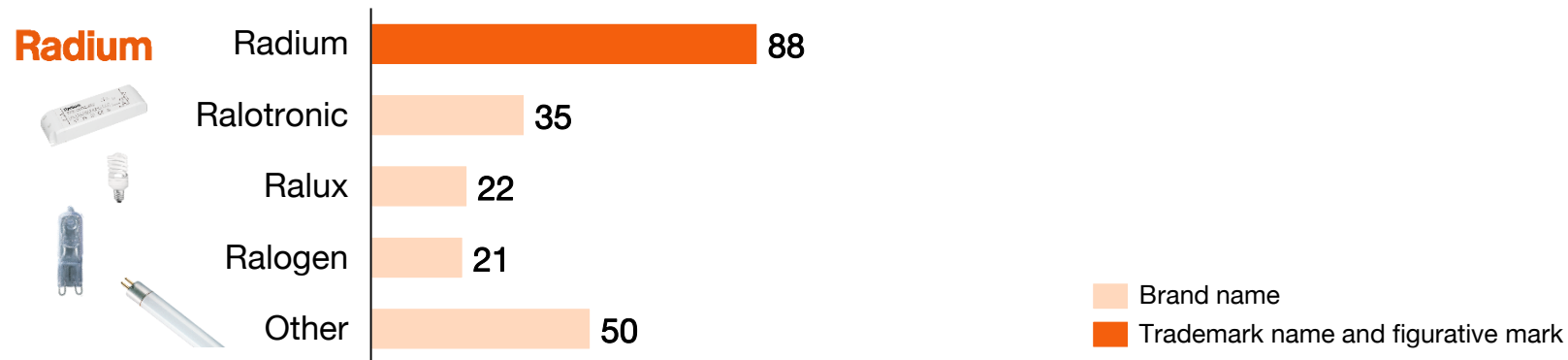


Character, orientation, definition.

Radium Die Lichtmarke.

Radium has been developing high-quality lighting solutions for the electrical trade for over 120 years. We combine expertise and experience to create sophisticated quality products:

- Traditional lamps
- LED lamps
- LED strips and accessories



Light for any kind of application.

The portfolio for general lighting.



LED lamps



LED-Strips &
Accessories



Drivers &
Dimmers



Smart Lighting



Halogen lamps



Fluorescent
lamps



High pressure
lamps



Signal lamps

Industry in the heart of the Bergisches Land.

Radium in-house production.

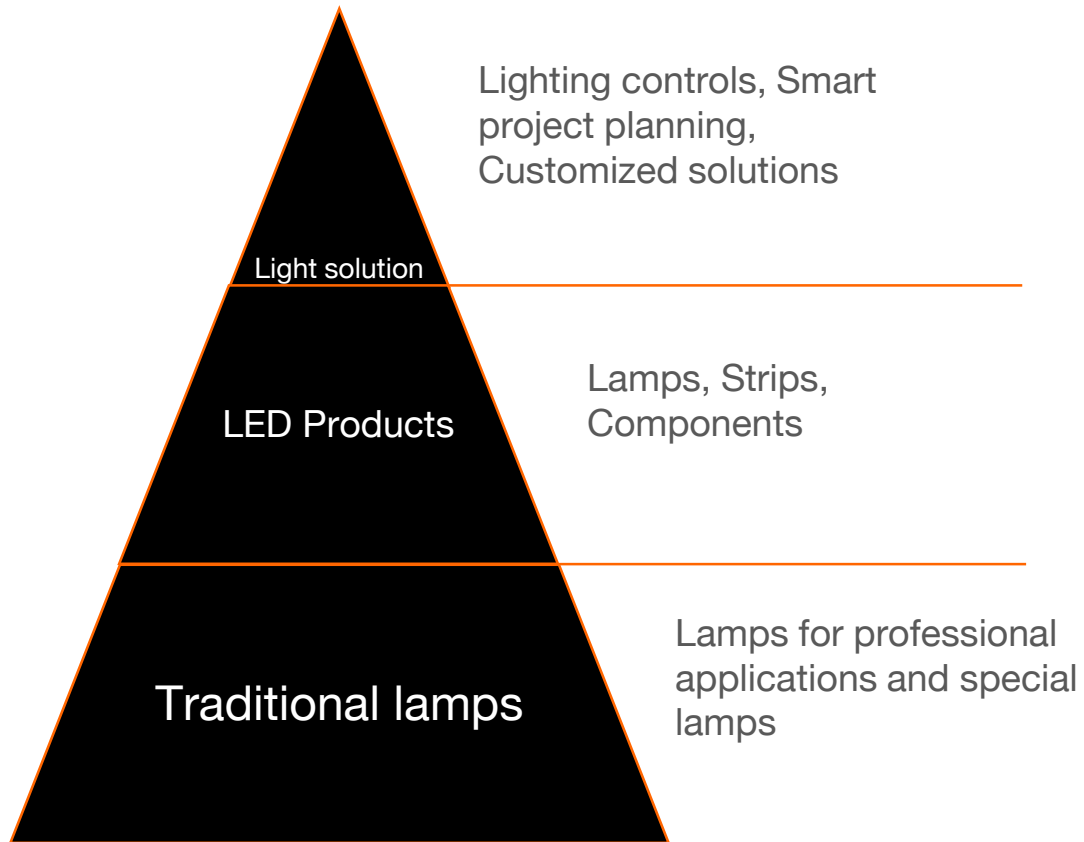
- RaLEDina (LED linear lamps)
- High-voltage halogen lamps: Halogen tubes
- Metal halide lamps:
 - with quartz burner $\geq 400\text{W}$, coloured
- UV and infrared special lamps
 - IR halogen tubes, UV burner high pressure
- Photo lamps:
 - Halogen studio lamps, spotlight lamps, daylight lamps
- Signal lamps for navigation lights
- Pre-products:
 - Electrodes, filaments, lamp fillings, etc.
- LED lighting systems (Trusys)
- RaLUX® UV-C Stand



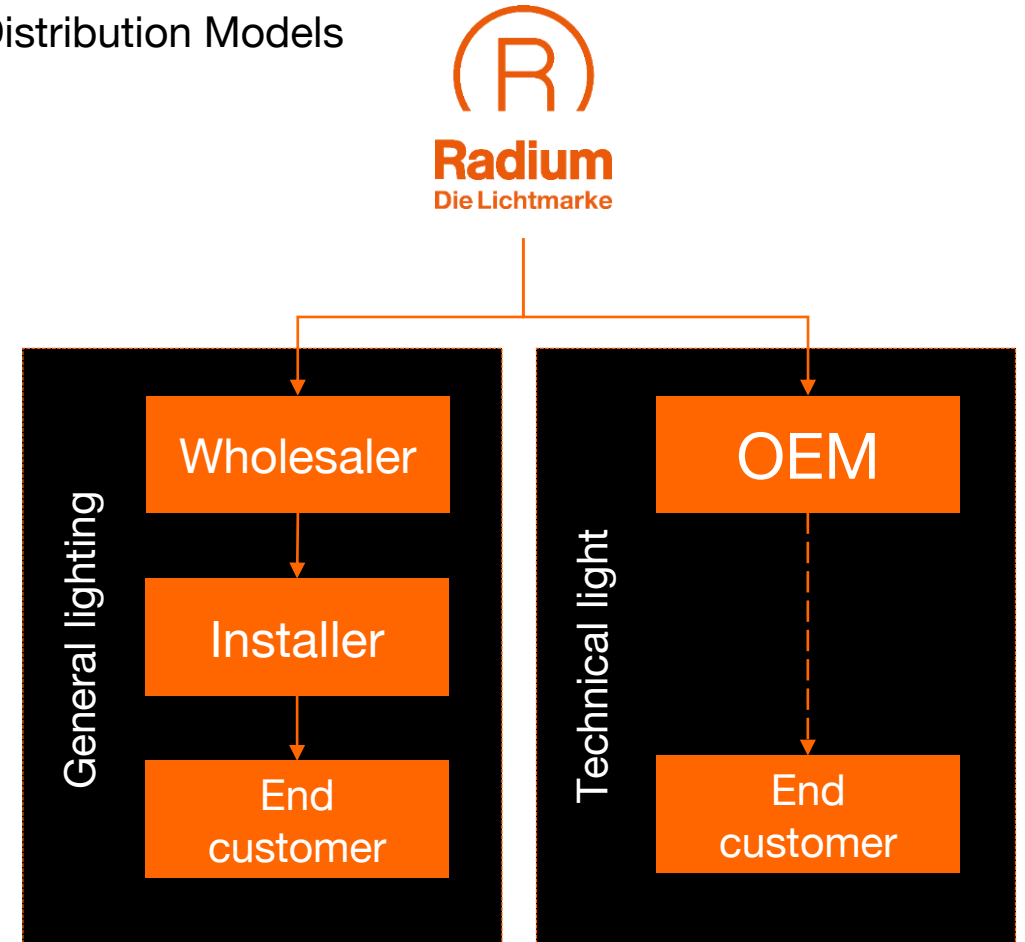
Digitalisation, focussing, specialising.

From lamp manufacturer to solution provider.

Product pyramid

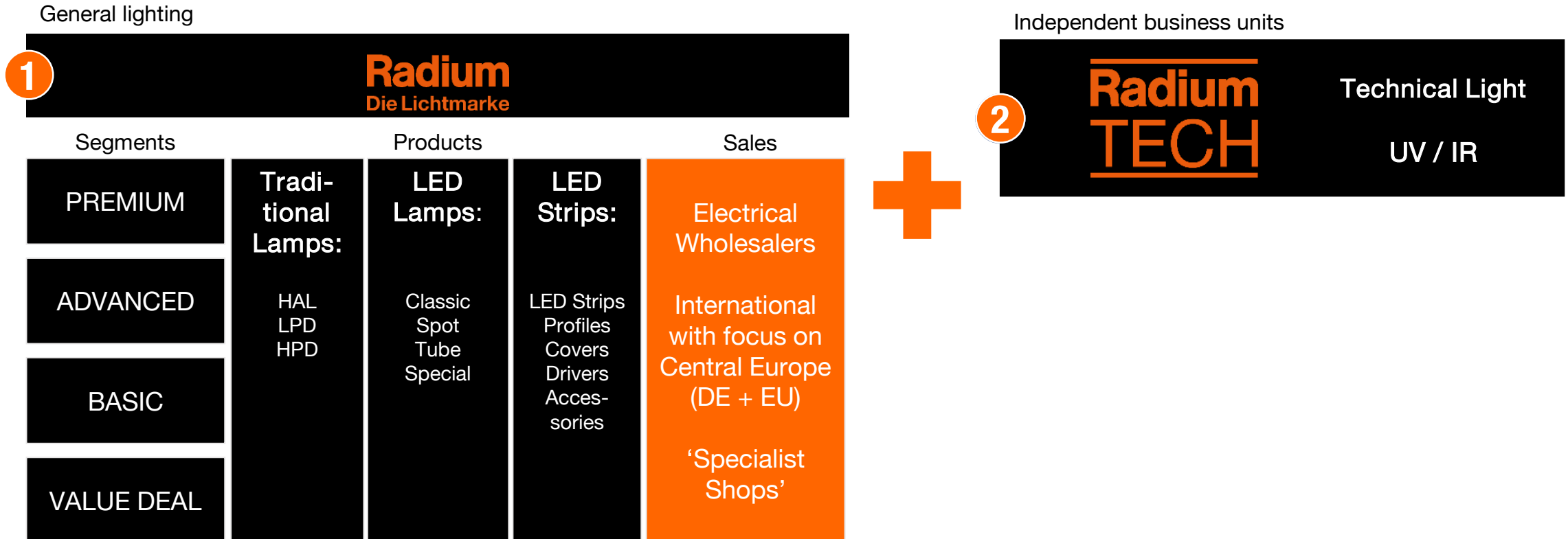


Distribution Models



Dynamics, flexibility, consistency.

The Radium business units play out their strengths.





Radium
Die Lichtmarke

The ‚Look & Feel‘.

Marketing of LED Lamps.

- Catalog available in German, English and French
- Catalog, mailings, ads, roll-ups, social media
- [Landing page](#) website
- [LEDs Save](#) online tool



Billigschrott war gestern.
Hochwertiges Licht für wertvolle Menschen.

Wir leben, erleben die LED als Leuchtmittel immer mehr. Aufgrund ihrer unendlichen Vielfalt und der hohen Qualität sind sie zu einem festen Bestandteil unserer Lebenswelt geworden. Und mit ihnen werden die Anforderungen an Leuchtmittel immer höher. Sie müssen nicht nur leuchten, sondern auch qualitativ hochwertig sein. Radium LED Lampen sind die Antwort auf diese Herausforderung. Sie sind nicht nur leuchtend, sondern auch qualitativ hochwertig. Sie sind die Zukunft des Lichts.

Für solche Menschen gibt es das neue LED-Produktportfolio von Radium. Mit hochwertigen LED-Produkten wie zum Beispiel LED-HRL, LED-R7s in Standard- oder LED-PIN, zum Austausch von Halogen-, Kompaktauchern, zum Nachrüsten von Lampen.

Ohne Kompromisse, aber mit der höchsten Qualität. Radium LED Lampen sind die Antwort auf diese Herausforderung. Sie sind nicht nur leuchtend, sondern auch qualitativ hochwertig. Sie sind die Zukunft des Lichts.

Heute auf die Zukunft setzen. Steigen Sie jetzt um: Auf Radium!



www.radium.de/led-lampen



LED-Strips.

Portfolio & Services.

LED Strips

- LED strips in Radium brand
- Extra long reels (30/50m)
- Pre-wired
- Customized cuts

Elektronik

- Drivers and ballasts
- Perfectly matched to the LED Strip portfolio

Accessories

- Profiles & covers also in customer-specific cuts
- All required accessories such as mounting brackets or end caps in the appropriate amount

Service & After Sales

Software

- Configurator
- Database
- Online Tools
- Assembly & Log Interfaces

Project Support

- BOM
- Lighting design
- Electrical planning
- Mechanical planning
- Commissioning
- Smart Lighting

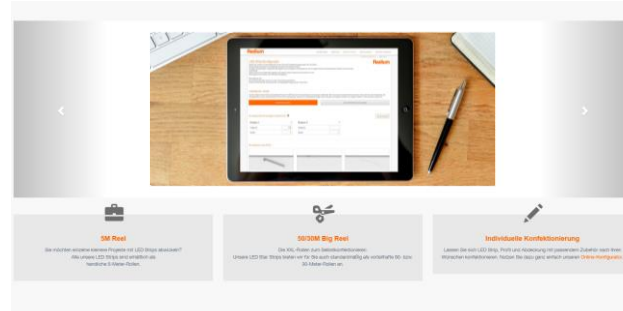
Factory

- Customized solutions

LED-Strips.

Marketing LED Strips.

- Catalog available in German and English
- catalog, ads, sample card
- Landing page website
- Configurator on website




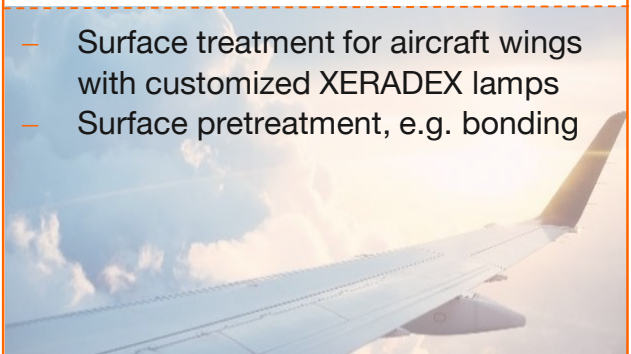
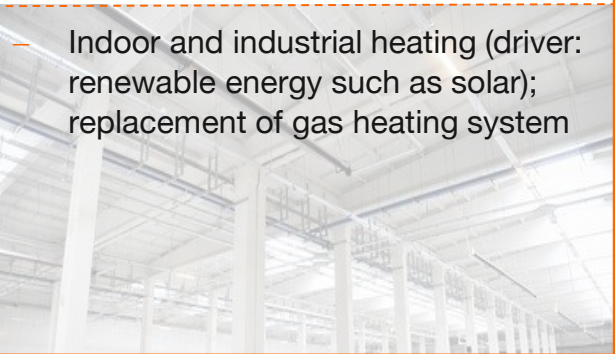


Radium
TECH

Radium TECH.

Produkts & Services.

- Operates independently www.tech.radium.de
- Uses the market access of Radium Die Lichtmarke and full support of Radium Trade Sales Team

		UV Lamps	IR Lamps	Enablers: Service & After Sales Production Development Project support
Existing business	Products	<ul style="list-style-type: none">– XERADEX 172– Customized solutions 	<ul style="list-style-type: none">– Ralotherm and Raloquick– Customized solutions 	
	Appli- cationen	<ul style="list-style-type: none">– Water treatment, air treatment, surface treatment	<ul style="list-style-type: none">– Heating 	
New business	New Applica- tionen	<ul style="list-style-type: none">– Surface treatment for aircraft wings with customized XERADEX lamps– Surface pretreatment, e.g. bonding 	<ul style="list-style-type: none">– Indoor and industrial heating (driver: renewable energy such as solar); replacement of gas heating system 	



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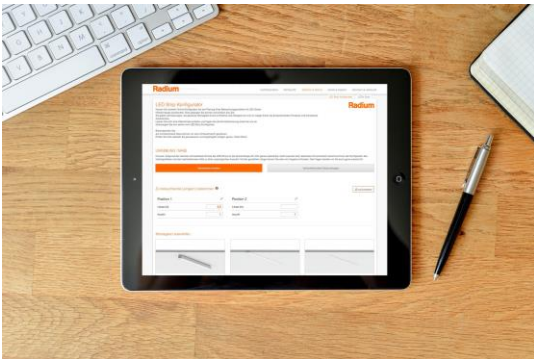
We advise and support.

The human being as centre of attention.



Everything according to plan

The quality and process structure of a producing factory meets the flexibility of a manufactory. We emphasise particularly the quality of our products. Our employees play an important role here, because qualified and motivated personnel is the basic prerequisite for meeting our customer's demands sustainably.



Online Configurator

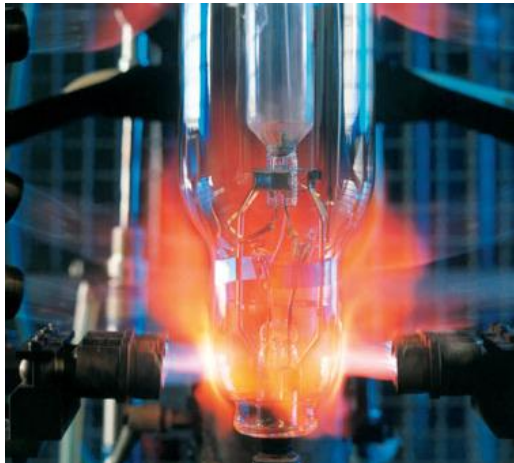
The Radium Online Configurator ensures an absolutely simple way of entering your specifications. There, you are able to enter your wishes quickly, safely and transparently. Just give all the necessary inputs without much effort and let the result convince you.

Let's go: www.radium.de/en/ledstrip

We do not leave anything to chance.

Quality as a permanent process.

- Certified according to DIN ISO 9001
- Know-how of the development of the production process up to machine construction and own measurement engineering
- Pre-materials of our lamps are also produced in Wipperfürth
- Radium guarantees quality



We protect the environment.

Sustainability is an important part of our values.



- Active environmental protection concerns us all: For us, it is the basis for securing the future of society as a whole.
- As Radium, we feel responsible for protecting the environment by saving natural resources wherever possible and using them consciously.
- This was anchored in our business policy as early as 1991: environmental guidelines were drawn up.
- In 1997, these guidelines were audited and certified by an EU audit in accordance with the **DIN EN 14001** standard.
- By using energy-saving products, each individual can contribute to climate and environmental protection.



Radium
Die Lichtmarke

Thank
you.

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