

FACTSHEET PROLICHT GmbH

ENDLESS POSSIBILITIES TO MAKE A DIFFERENCE

PROLICHT develops and manufactures perfect lighting solutions for professional needs in record time. Our clients are our friends.

Founding of the company: 1993, Ing. Mag. Walter Norz
Employees: 140
Location: Österreich, Tirol, Neu-Götzens

Global Distribution Network:

Egypt. Azerbaijan. Australia. Bahrain. Belgium. Botswana. China. Denmark. Germany. Estonia. Finland. France. Greece. Great Britain. India. Indonesia. Ireland. Island. Israel. Italy. Jordan. Canada. Qatar. Croatia. Kuwait. Latvia. Lebanon. Lithuania. Luxembourg. Malta. Macedonia. New Zealand. Netherlands. Norway. Austria. Poland. Portugal. Romania. Russia. Saudi Arabia. Sweden. Switzerland. Singapore. Slovakia. Slovenia. Sri Lanka. Czech Republic. Turkey. Ukraine. Hungary. Venezuela. United Arab Emirates. United States of America. Belarus.

Product Offering:

Production of trimless lighting, lighting solutions for shop and retail sector, lighting groups such as flexible profile systems for offices, construction and surface mounted, individual lighting solutions for sophisticated home areas, hotels and restaurants.

PROLICHT Consumption of raw material per year:

Aluminium Profiles:	approx. 140.000 lfm	equals the entire Inntal-Highway
Cables:	approx. 150.000 lfm	equals 6.500 linked up tennis fields
Sheet Metal (Alu & Steel):	approx. 25.000 m ²	same size as 3.5 football fields
Reflectors:	approx. 120.000 Stk	that is one reflector per citizen of Innsbruck
Colour Powder:	approx. 15.000 kg	equals the weight of 2 grown elephants

YES. IT MAKES A DIFFERENCE

Because no two rooms, objects or moments are alike.

And because every task and every customer's wish is different, the customisability of our products makes the crucial difference. It lets you create the right lighting mood and the perfect room atmosphere, without restricting your creative freedom. That's why we can produce a totally individual lighting solution for you. Tailored to meet your wishes and demands. Made in record time. Delivered on time. State of the art. And manufactured sustainably in the Tyrolean Alps.

ENDLESS POSSIBILITIES TO MAKE A DIFFERENCE

To enable your luminaires to make a significant contribution to your room design, you need the option of unlimited configurability. And PROLICHT gives you that. With all our lighting solutions.

FORM MAKES A DIFFERENCE

The endless configuration options in terms of size and form make our luminaires part of a harmonious whole or contrasting key points. Whatever you want and what your project demands.

COLOUR MAKES A DIFFERENCE

25 unique colours and surfaces provide endless combinations creating infinite looks, providing the atmospheric finishing touch to a whole interior design concept or setting a focused accent.

ILLUMINATION EFFECTS MAKE A DIFFERENCE

Without the endless configuration possibilities of the latest lighting technologies, it is impossible to create the desired lighting mood and room atmosphere: from the colour of the light, through its temperature to the beam angle. From diffuser to reflector, everything can be individually combined with the corresponding luminaire.

THE POSSIBILITY TO CONFIGURE MAKES A DIFFERENCE

There are countless ways to configure our products, without which we would never be able to promise a complete atmosphere for every room. Only if the materials, surfaces, structure, size, colour and lighting effect blend harmoniously into a room is it not just any mass-produced product, but yours. An individual, bespoke lighting solution, made just for you and your specific project.

THE PRODUCTION PROCESS MAKES A DIFFERENCE

In a market that is becoming ever more automated and standardised, our bespoke high-tech solutions really make a crucial difference. Our ability to understand the uniqueness of our products, to produce and finish them to perfection is what makes our quality stand out. We regard ourselves as a high-tech manufacturer and our employees see themselves as bespoke craftsmen, creating their truly personal product for you. And all checked personally and passionately. You can count on that.

PROLICHT MAKES A DIFFERENCE

If you promise your demanding clients bespoke, high-tech, quality products, you can't have them made just anywhere. We manufacture our products where the best trained technicians, engineers and designers find themselves at home: right in the middle of the Tyrolean Alps. At the end of the day, it is their skill that makes a difference. And it is their expertise that has made PROLICHT one of the world's most successful premium manufacturers of architectural lighting concepts. Sustainably produced and custom-made in the Tyrol.

 POSSIBILITIES & COMBINATIONS	 UNIQUE COLORS TO CHOOSE FROM	 WORKING DAYS TO PRODUCE	 ONE PIECE FLOW PRODUCTION
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Being able to choose from endless combination possibilities
MAKES A DIFFERENCE

Being able to combine 25 unique colours
MAKES A DIFFERENCE

Being able to guarantee a 5-day production time
MAKES A DIFFERENCE

Being able to produce top-quality technology
MAKES A DIFFERENCE

HISTORY PROLICHT

- 1993 Mr. Ing. Mag. Walter Norz founded the company, PROLICHT GmbH, in Seefeld, Tyrol.
- 1996 The company's headquarters are moved to Innsbruck; PROLICHT now employs 12 staff members. The first years of the company are a phase of research and development. The focus is on shop or retail lighting, special solutions and projects with architects.
- 2001 Start of its own production facilities: the first production hall is leased in Innsbruck
- 2002 PROLICHT's first appearance at the trade fair „Light + Building“ and the company's first product catalogue comes onto the market, from that date both are fixed dates in the calendar.
With the profile lights and lighting systems Utah & Idaho PROLICHT succeeds in entering the lighting industry. PROLICHT scores points with the high flexibility of the lighting through the use of aluminum profiles and a sophisticated, minimalistic design.
- 2004 The company relocates to its own premises in Neu Götzens; the number of employees has increased to 30. PROLICHT launches its first architectural area lighting Pi Quadrat and Sign, also based on aluminum profiles, but with tool-free bulb replacement and a no-frills design. The insertion of an additional spotlight in a square or rectangular area light is acceptable to the public.
- 2006 The cooperation with Zaha Hadid for Phaeno Wolfsburg, the biggest science center in Germany, is taking shape, and finally opens the doors for PROLICHT to the architecture industry. It was first decided to put together a system in which no visible light frame was needed. In the shape of rhombuses, the borderless light fields are placed into the ceiling level and adapt into the given architecture.
The PROLICHT logo in a diamond shape and the schematic representation of light and shadow is the result of this joint effort.
The increasing success in abroad makes an expansion of the production capacity in Neu- Götzens from 3000 m² to 6000 m² absolutely necessary. This allows PROLICHT to immediately produce even faster while keeping the standard of design, functionality and highest quality in each product.
The company magazine „Evoluxion“ is first published. It contains not only news from their own company, but offers reports and interviews from the fields of lighting, architecture, design and lifestyle.
- 2006 The company enters the market segment „Trimless Lighting“ with the series trimless SIGN rimless and trimless WHITE LINE. PROLICHT now plays the leading role in this area and is not only on the cutting edge with its products, but also causes a surprise with a new form of trade fair appearances in the shape of a UFO at „Light & Building 2006“. A new standard is set in the same year with implementation of the innovative and flexible panel profile „Never Ending“.
- 2007 Cooperation with Zaha Hadid for the Meggy Centre, Scotland.
- 2008 Meanwhile PROLICHT is the specialist in Europe, when it comes to sophisticated and aesthetically pleasing shop lighting. Over 3000 shops have now become satisfied PROLICHT clients.
Encouraged by this success, the product portfolio is extended with the development of a dedicated rail spotlight, the iBox, which again caused a surprise in the industry with the variety of combinations and incomparable style.
Launch of their own LED lighting production. The Virgin & Lollipop lights succeed on account of their unmistakable minimalistic design and model string features with a variety of sizes and lighting effects.
- 2009 Opening of a new production hall in Neu-Götzens. By using the latest technologies, such as their own powder coating system or their own CNC machining centre combined with simpler logistics & assembly, delivery times can be reduced to 8 days
- 2010 17 new standard colours are developed.
The launch of the trimless Cave arouses attention. Easy assembly, availability for various slab thicknesses of ceilings, click-in fitting and more ensure renewed success.

- 2010 PROLICHT introduces colours as one of the first companies in the industry. In close cooperation with architects, Trend Research and Art Direction 25 PROLICHT specific standard colours are developed. With the slogan „Colour your light“ customers can discover completely new design possibilities through the endless number of possible combinations of colours
- 2011 The powerful and actively cooled 3-phase LED Spotlight LED Vegas is presented at the euro shop trade fair. The attractive design, especially the refined structure of the spot head of the highest quality wins over customers.
Investment in technology, including milling centres and the purchase of robots, continues at the production site.
- 2012 An eventful year for PROLICHT: two new lamp series, GROOVE and GLORIOUS, are launched; they use the curves as their dominant stylistic device, enabling a multi-coloured design and open up the rear diffuser to create a new style in profile lighting.
- 2013 A new showroom is opened in Neu Götzens as a new communication platform for business friends, customers and partners. PROLICHT is now no longer only a supplier but also provides with its team of experts everything from consulting to implementation from a single source.
PROLICHT receives the internationally coveted RED DOT DESIGN Award in the product design category for four lamp models (Scotix-1 LED, Invader-2 LED, iPont-x LED and Hangover) and takes home the IF award for the models Invader-2 LED and iPoint-x LED .
- 2014 LIGHT & BUILDING, EUROSHOP
PROLICHT received 2 Tirolessimo Awards for the Imagemovie (realized with TreeTop) and the Light & Building Booth.
- 2015 BLUE SEVEN CAMPAIGN
- 2016 LIGHT & BUILDING, NEW CATALOG, NEW PRODUCTS, NEW WEBSITE - MAKE A DIFFERENCE

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