

PRESS RELEASE

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SWAREFLEX and SLE join forces for new top quality industry, street and tunnel lighting solutions

Vomp, Austria and Dojc, Slovakia – SWAREFLEX GmbH enters into a powerful cooperation with SLE Smart Lighting Engineering[®] for intelligent solutions in industry, street and tunnel lighting.

SWAREFLEX, member of the Swarovski Group and headquartered in Vomp, Austria, offers a wide range of solutions representing a substantial contribution to the improvement of safety on the roads, in tunnels, and in all areas of industrial facilities. The scale of solutions includes areas such as traffic guidance, marking for emergency routes, general lighting and hazardous area warning signs. Adding these to the SLE solution portfolio, along with the CityOwl[®] and IndustryPRO[®] control and management systems means basically covering all the road and industry lighting needs on the market.

“Our common goal with SWAREFLEX is to provide the best possible solutions to our customers. The collaboration results in top quality intelligent lighting solutions that apply innovative LED technology for high level of uniformity and reliability. I can say that by the variety of services that our partnership offers the SLE platform has reached its next milestone.”
–said Manfred Raffler, Managing Director, SLE.

SWAREFLEX will include a selection of technical lighting solutions from SLE in its portfolio to realize projects in Austria, Germany, Switzerland, and Italy. SLE's expertise in light management systems will enable SWAREFLEX to offer complete one-stop-solutions.

“The cooperation with SLE will create additional differentiation and enhancement of our customer service along the entire value chain. We consider this partnership as long-term and plan to develop it jointly”, says Johannes Oberdanner, Managing Director, SWAREFLEX. “The foundation for this will be joint lighting solution developments by capitalizing both company strengths.”

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About SLE Smart Lighting Engineering

SLE is the world's first lighting solutions platform for architects, lighting designers, project companies, suppliers, researchers and brands. The company delivers complete innovative lighting solutions, implementing the latest trends and methodologies.

SLE, based in Slovakia, connects professionals that operate in various applications like retail, industry, street, office, education, and archtainment across Europe. By supporting project partners through the entire value chain from acquisition to successful promotion of the project, SLE offers a complete business package, as well as requested particular complementary services.

The company provides exclusivity and project protection via an exclusive portfolio and through organized professional sales channels within the alliance. Being a partner of many businesses with market-leading initiatives, SLE pursues the best resources and tools to provide an innovative service portfolio for them. SLE's motto: "Our innovative lighting solutions are easy to sell, simple to implement, beneficial to use and lead to business success."

www.sleprojects.com

About SWAREFLEX

Founded in 1950 as a business unit of Swarovski, SWAREFLEX is one of the industry's leading providers of functional lighting products and solutions.

Building on its longstanding traffic safety systems, SWAREFLEX has continued to develop a diverse portfolio that now offers an impressive range of products such as LED-based intelligent road safety systems and lighting solutions for streets, tunnels, traffic zones and industrial facilities.

SWAREFLEX is also at the forefront of the development of high-quality precision lenses for applications in illumination optics (LED).

SWAREFLEX is a brand and a company of the Swarovski Group.

www.swareflex.com

About Swarovski

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, the company designs, manufactures and markets high-quality crystals, genuine gemstones and created stones as well as finished products such as jewelry, accessories and lighting. Having celebrated its 120th anniversary last year, and now run by the fifth generation of family members, Swarovski Crystal Business has a global reach with approximately 2,680 stores in around 170 countries, more than 26,000 employees, and revenue of about 2.6 billion euros in 2015.

Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2015, the Group generated revenue of about 3.37 billion euros and employed more than 30,000 people.

www.swarovskigroup.com