

**ERCO individual: new production technologies and professional services for project-specific product solutions**

Lüdenscheid, December 2018. Light is the fourth dimension of architecture. And every form of architecture is unique. These statements summarise the philosophy of ERCO and simultaneously express the greatest challenge faced by creative and technical planners during a project: finding a lighting solution that focuses on human perception but still complies with design, technical and financial requirements. With a portfolio of almost 10,000 various options, ERCO offers its partners extensive product ranges. However, projects always exist in which lighting designers enter new territory with their lighting ideas – utilisation requirements might be particularly nuanced or the designer aims for an unusual solution. ERCO now offers customers extensive options for individualising series products in the form of "ERCO individual", as well as providing support for the development of sophisticated special luminaires.

**A specialised contact partner for customised-individual lighting tools**

ERCO looks back on a long tradition of outstanding projects that have used customised-individual solutions. Examples are the Louvre in Paris, the recently opened Louvre Abu Dhabi, the Guggenheim Museum in Bilbao, the Reichstag in Berlin and the New York Times Building in Manhattan.

The starting point for specific lighting solutions is the quality of the series products – whether this be required visual comfort for work environments, low-maintenance operation for public buildings, luminous efficacy for retail applications or the photometric precision required for illuminating artworks.

The decades of experience with special products, together with new forms of generative production methods enable ERCO to rapidly produce lighting tools for sophisticated architecture in compliance with the needs of the project. However, not only product concepts are found behind the name "ERCO individual".

Specialists from various technical areas are available as contact persons for creative and technical planners in order to develop the ideal solution for their specific tasks together with the lighting company.

**New production technologies provide speed and flexibility**

ERCO continues to invest in digitalisation, new production methods and production technologies. The extensive depth of production at its headquarters in Lüdenscheid, Germany and the proximity of the development engineers to the production plant enable ERCO to develop and produce customised-individual solutions with high levels of flexibility and speed. New, generative production methods such as 3-D printing enable economical solutions even in small batches. A global network of ERCO customer consultants and decades of experience with special solutions guarantee competent communication and load handling during the planning process.

Feasible special solutions start with the individualisation of series products with e.g. special colours or modified details for the assembly or electrical connection. Existing products and modular photometric systems can also be further developed. Other high-performance or mid-power LEDs as well as luminaires with in-house developed optics for chip-on-board LEDs can be realised. For products needing completely new developments, lighting designers are able to benefit from ERCO's specific experience in special luminaire construction. In this way ERCO offers customers application-oriented lighting tools with LED technology for optimally meeting the variety of requirements found in differing types of projects. Customers benefit from the complete wealth of expertise gained from many decades in architectural lighting.

## Images



ERCO individual – Products according to customer requirements

© ERCO GmbH, [www.erco.com](http://www.erco.com)



The "ERCO individual" service offers extensive options for individualising luminaires, including additional light colours and housing colours.

© ERCO GmbH [www.erco.com](http://www.erco.com)



Jilly downlights for track as an ERCO individual version with copper-coloured anti-dazzle louvre.

© ERCO GmbH, [www.erco.com](http://www.erco.com)



A project-specific product solution for outdoor applications – facade lighting at the headquarters of SPG in Geneva

© ERCO GmbH, [www.erco.com](http://www.erco.com)  
Photography: Moritz Hillebrand

mai public relations GmbH  
Arno Heitland  
Leuschnerdamm 13  
10999 Berlin  
Germany  
Tel: +49 (0) 30 66 40 40 553  
[erco@maipr.com](mailto:erco@maipr.com)  
[www.maipr.com](http://www.maipr.com)

### About ERCO

The ERCO Light Factory in the German town of Lüdenscheid is a leading international specialist in architectural lighting using LED technology. The family business, founded in 1934, now operates as a global player with independent sales organisations and partners in 55 countries worldwide. Since 2015 ERCO's portfolio has been 100% LED. With this in mind, ERCO in Lüdenscheid develops, designs and produces digital luminaires with focus on photometrics, electronics and design. Working closely with architects, lighting designers and engineers, ERCO develops lighting tools used primarily for applications in the following fields: Work, Shop, Culture, Community, Hospitality, Living, Public and Contemplation. ERCO understands digital light as the fourth dimension of architecture – providing highly precise and efficient lighting solutions to support creative designers in turning their visions into reality.

If you require any further information on ERCO or image material, please visit us at [www.erco.com/presse](http://www.erco.com/presse). We can also provide you with material on projects worldwide for your media coverage.