



NORDEON GROUP CHANGES NAME TO EXPERIENCE BRANDS

January 11, 2021

Luxembourg

The Nordeon Group officially becomes EXPERIENCE Brands to coincide with the start of the new year. The rebranding comes after several significant changes within our fast-growing conglomerate to better reflect the strategy and progressive mindset of its individual operating companies, which includes Hess, Griven, Nordeon Lighting Solutions, Lamp Lighting, Schmitz-Wila, and Wila UK. The move follows the completion of numerous initiatives in 2020 to transform the group to a more dynamic customer-centric organization.

Chris Stockton, CEO of Experience Brands remarked, “We strive to improve our customers experiences utilizing lighting, so we decided on a name that puts our fundamental objective at the forefront. The name change will not take away from the importance of each individual brand within the group, all of which have a rich historic tradition of innovation and great products. We will continue to expand the product portfolio within each brand particularly around their core competency with a focus on design and customization. Although our business is lighting today, with the speed at which technology is advancing, it is crucial that we expand our foundation to support all of the areas that are becoming adjacencies to lighting such as controls, analytics, security, video, and communications. Experience Brands is committed to helping our customers focus on the needs of the present in a way that allows those in the future to have the ability to meet their needs, a sustainable approach. Let’s **EXPERIENCE** this future together.”

ABOUT EXPERIENCE BRANDS

Experience Brands is a fast-growing global lighting conglomerate comprised of medium-sized agile production and innovation facilities that work very closely with its specific markets. The goal of the group is to combine the experience, capacity, and capabilities of the individual businesses to achieve maximum service and performance to the customer. Experience Brands has a comprehensive portfolio of leading lighting companies to meet the needs of the market. The brands and companies under the umbrella of Experience Brands benefit from a worldwide distribution network, extensive production facilities, and shared infrastructure.

CONTACT INFORMATION

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