



BRILLIANT SURFACES

PRESSEMITTEILUNG • PRESS RELEASE

ALANOD Aluminium-Veredlung GmbH & Co. KG, shares 20th Anniversary Spotlight with Lightfair International Tradeshow

For Lightfair International's 20th Anniversary this year, ALANOD was honored as an exhibitor with the tradeshow since its inception two decades ago. ALANOD, the leading manufacturer of light reflective surfaces worldwide, celebrates 20 years of continued growth in US. Only 12 exhibitors were honored during the anniversary award ceremony by Lightfair. Ingo Beyer, CEO/ Managing Director of ALANOD, accepted the award from the Lightfair International, honoring ALANOD's 20 year commitment as a tradeshow exhibitor.

Over the last 20 years, ALANOD's advanced technology has revolutionized the way light fixtures are designed for the commercial, industrial and institutional US market sectors. Today, ALANOD enjoys a market share of 60% treated aluminum surfaces for the lighting industry sold in the US, an astounding feat since ALANOD first entered the US market in 1989. Lighting designers have quickly adopted the superior technologies of MIRO[®], with 95% Total Reflectivity, and now MIRO-SILVER[®], with 98% Total Reflectivity.

ALANOD recognized early the importance of energy-efficient lighting, and now enjoys the premier global market position for treated aluminium surfaces. ALANOD has four state-of-the-art, computer-controlled anodizing lines which can process up to 70 million pounds of aluminum per year. ALANOD introduced MIRO-SILVER, ideally suited for today's energy saving technologies, including daylighting and LED's. No other surface combines such a high reflectivity with more durability.

About ALANOD GmbH & Co. KG

ALANOD is the world's leading producer of reflective aluminium surfaces. ALANOD is based in Ennepetal, Germany and also has manufacturing facilities in Milton Keynes, United Kingdom and North Ridgeville, Ohio. ALANOD has sales representatives in over 40 countries. ALANOD is continuing to lead way in reflective surfaces by developing innovative technologies. For the full story, visit: www.alanod.com



Ingo Beyer, CEO/ Managing Director of ALANOD Aluminium-Veredlung GmbH & Co. KG, accepts award from the Lightfair International tradeshow, honoring ALANOD's 20 year commitment as a tradeshow exhibitor.

ALANOD Aluminium-Veredlung GmbH & Co. KG

Egerstr. 12, 58256 Ennepetal • Germany • Postfach 1102, 58240 Ennepetal
Phone: +49 2333 986-500 • Fax: +49 2333 986-555 • info@alanod.de • www.alanod.com