

Light is OSRAM

# OSRAM

Our Brands

**sITECO** traxon e:cue

## Light is joint success

Let's share our potential.  
Osram affiliate – the partner program

Light is OSRAM



## February 2018 Partner news: Light is valuable

Dear Ms. Unterberger,

Welcome to your monthly update on product news and Partner Program activities. Read on for important information about product alterations, improvements and phase outs.

Many of you joined us for our partner event in Traunreut last November. During the event, we asked you to tell us what tools and services you want us to deliver as your partner. Today, we're giving you an update on our progress with delivering on your needs.

Finally, new marketing materials are available to support your industry sector sales.

Kind regards,

Your OSRAM Partnership Team

Your light. Our passion.

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## PRODUCT NEWS



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### **Compact High Bay Gen2 with DALI**

Compact High Bay is the reliable indoor luminaire with great savings potential compared to traditional solutions. With several improved features including DALI compatibility, the Gen2 is suitable for a wide range of applications in industry and retail. Find the latest flyer in MyOSRAM.

[Click to learn more](#)



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### **Lunis® R with adjustable lumen packages**

New versions of Lunis® R with adjustable lumen packages are now available. Lumen packages are set via DipSwitch, and there are two lumen levels to choose:  
Versions with 3000 K: 3300 lm or 4600 lm  
Versions with 4000 K: 3500 lm or 4900 lm

[Click for more information](#)



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### **R2 Maxi phase out and replacement**

We are currently preparing the phase out plan for the R2 Maxi, which will be replaced by the R3 Maxi. The R2 Maxi should not be specified on any new projects. Please tell your partner manager and Laureline Selegny (Export Coordinator) the details of any project involving the R2 Maxi, where the fitting cannot be replaced with the R3 Maxi.

[Click for more information](#)

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## **EUROPLEX Family**

As the EUROPLEX family is now a less popular choice, the family will be phased out. Advise your partner manager of any planned projects involving this family – the last call for this is 31.03.2018.

### **Other upcoming product phase outs**

The following families will be phased out in 2018. Kindly discuss your forthcoming projects with your partner manager if they are affected by these phase outs.

**FR500 family and the Compact Downlight families:** The LEDVALUX family can be used as an alternative. Please tell your partner manager if you have any remaining requirements for planned projects for either of these luminaires.

### **Streamlining the wall and ceiling portfolio**

The following families will be phased out and replaced with successor families. All will be available while stocks last:

- POSIVO LED
- POSIVO FLAT
- RONDEL FLAT
- LIGHTIFY SURFACE LIGHT

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## **HOW ARE WE DOING?**



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**Our partner event in Traunreut was the scene of the workshop where you told us what you expect from us as your partner. We've been busy ensuring these things are in place for you – and today we bring you an update on our progress. Your major needs were in three general categories: access to information, marketing and customer acquisition. Here are the results in more detail – each item below was requested by partners in the workshop.**

### **Access to information**

Product updates – we're delivering these in our monthly newsletter

Technical details, certificates and stock information - the partner portal MyOSRAM is now live and is updated with documents as they are requested. Stock information is also available via the MyOSRAM portal – Siteco and Traxon stock will be added shortly

### **Marketing**

Traxon demonstration product stock - Traxon demonstration stock is now available in Parabon.

Marketing support - our marketing coordinator will assist with adapting our campaign materials to your branding

Your details on our public website - the first batch of partner details are being added to our main website now – this will be live in the next two weeks.

Traxon luminaire calculator tool – this has been created and is available via MyOSRAM.

### Customer acquisition

CRM access for opportunity registration and referral for project opportunities – both of these are now available

### Other privileges

Training – Webinars are now available, and a schedule of face-to-face training is in progress

Access to a dedicated team – Your partner team is in place and ready to assist

We're constantly striving to improve our Partner Program and welcome your feedback.



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### MARKETING MATERIALS

New marketing materials are available in the partner portal via MyOSRAM. Log in to find the new materials supporting the industry sector, including a new brochure, video and mail footers. Remember we can customise these materials with your logo details.

[Log in to MyOSRAM](#)

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**If you have any questions about the items above, contact your country partnership manager or:**

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Visit our website OSRAM Lighting Solutions [OSRAM Lighting Solutions](#).

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### Imprint

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## Contact

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Thank you very much!

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