

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 appealing

Dear Mr Lisch from SK,

Welcome to your monthly update on Traxon activities and product news. Today we bring you an update on the facilities available in our partner portal MyOSRAM. We also unveil our latest marketing campaign, showcase and materials. Finally, we offer our congratulations to a partner recognised in a new awards program!

We look forward to working closely with you for a successful and profitable year for all. Together, let's make the world brighter.

Kind regards,

Your OSRAM Partnership Team

Your light. Our passion.

MyOSRAM Portal News

New features in the MyOSRAM portal



MyOSRAM is your portal to our world of light, and today we announce valuable new features and resources. If you haven't received a log-in, read on for more details of how to activate your account. We include instructions on how to find vital information such as training, product documents and marketing materials.

Vital new features have been released in the MyOsram portal. By logging in, you can now access stock level figures, allowing you to check the availability of products. Plus, product and marketing information is accessible and available in the Knowledge Center. Log in to the portal and follow the steps below to find the details you need:

- Find stock information: navigate your pointer to 'Information' in the top bar, and select 'erpStock' from the drop-down menu
- Find product information, training and marketing materials: navigate your pointer to 'Knowledge Center' in the top bar, and select 'Lighting Solutions Partner Program', which leads to a selection of folders

[Log in to MyOSRAM](#)



Logging in to MyOSRAM

If you haven't received your initial log in details, please sign up at the link below using your email address and the password osram123. Then follow the on-screen directions to enjoy full access to the materials and information available exclusively to our partners.

[Log in to MyOSRAM](#)



Project by se Lightmanagement

Latest marketing campaigns and materials

Our latest marketing campaign materials are available to you in the marketing folder of MyOSRAM. Added this week, updated materials supporting dynamic white light solutions focussing on making urban spaces more attractive with dynamic light are now available for download, including a flyer and mail footers.

In addition, the marketing team is now working on

materials featuring dynamic bridge illumination. Week seven will see the launch of a web special, with other materials becoming available thereafter.

Remember that we can customise materials to your business by adding your logo. Contact Frances Ross to discuss your requirements.

[Log in to read more](#)



New showcase: the joy of art in Hessen

A new showcase has been added to the main website, featuring a former church now transformed into an art gallery. Considerations for the project included a very high ceiling, daylight and the needs of the artworks on display. The specially adapted lighting installation includes Nano Liner Allegro units as well as controls via e:cue engines.

[Read more here](#)

STOP PRESS! LIT Design Awards recognise partner project

The winners of the first annual LIT Design Awards™ have just been announced. The LIT Design Awards™ have been created to recognize the efforts of talented international lighting product designers and lighting implementers. Glerártorg Shopping Centre, located in the northern town of Arkureyri in Iceland, is awarded an Honourable Mention in the Exterior Architectural Illumination category. Partner Jóhann Ólafsson & Co. was involved in creating the dynamic façade lighting system. Congratulations!

[Read more](#)

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

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Thank you very much!

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