



P

Paulmann

The powerful lighting partner in e-commerce





Paulmann Licht



We are here for you – your e-commerce team!



Mark Klein
Head of E-Commerce
mklein@paulmann.de



Jan Lösch
Head of Key Account Management
jloesch@paulmann.de



Roberto De Iulis
Key Account Manager
rdeiulis@paulmann.de



Sören Zimmer
Team Lead Key Account Support
szimmer@paulmann.de



Niels Kannenberg
Senior Key Account Manager
nkannenberg@paulmann.de



Marina Matthiesen
Key Account Managerin
mmatthiesen@paulmann.de



Laurin Sander
Key Account Manager
lsander@paulmann.de



Andreas Beherzig
Key Account Project-Manager
abeherzig@paulmann.de

We are here for you – your e-commerce team!



Nils Bensiak
Key Account Support
nbensiak@paulmann.de



Julia Buccheri
Key Account Support
jbuccheri@paulmann.de



Ulrike Budahn
Key Account Support
ubudahn@paulmann.de



Friederike Ehrmann
Key Account Support
fehrmann@paulmann.de



Benjamin Heine
Key Account Support
bheine@paulmann.de



Catherine Horn
Key Account Support
chorn@paulmann.de



Daniela Meier
Key Account Support
dmeier@paulmann.de



Alisha Stach
Key Account Support
astach@paulmann.de



Natascha Rasokat
Key Account Support
nrasokat@paulmann.de



Malte Selugga
Key Account Support
mselugga@paulmann.de

Facts and figures about Paulmann

Paulmann works with more than 20,000 retail partners across Europe.

E-commerce, hardware stores, furniture shops, wholesalers or specialist retailers – Paulmann customers count on the complete range on offer, combined with outstanding service: From products and logistics to service, content and merchandise presentation.



31,6m

Impressions



16,7m

Impressions



16,1m

Impressions



28,8m

Impressions

*Reach Brand awareness 2022

More than

2.500

items

400

Employees worldwide

Up to

2.000

Parcels/day

Delivery rate

99%

Development of the corporation: from specialist incandescent lamps to a complete international product range



Paulmann



1968

Rüdiger Paulmann launches his own sales agency for luminares

1978

Founding of Paulmann Spezialglühlampen GmbH in Wennigsen

1997

Relocation to the newly constructed logistics centre in Springe

2004

Takeover of the company leadership by Detlev Paulmann, joint business management with Thomas Hamann and Dirk Oldenburg

2012

An EU directive makes the last conventional incandescent light bulbs obsolete

2017

Oliver Windbrake becomes Chairman of the Management Board. Detlev Paulmann moves to the advisory board

1975

Specialisation in finished incandescent light bulbs

1986

Expansion of the business focus to luminaire systems and accessories

Development of the administrative and logistics centre as headquarters in Europe

2017

Revenue from lamps and luminaire systems is based almost completely on LED technology

2023

Dr. Tomass Grass succeeds Dirk Oldenburg as managing director and is responsible for marketing and sales

We warmly invite you!

We cordially invite you to dine with us in our newly designed casino and at the same time take the opportunity to experience our products live in the Paulmann showroom.



Complete range of services for category management

Continuous optimisation of the extensive product range 5-year manufacturer warranty

Expert service team

In-house or central training of your employees

B2B partner portal:

- ✓ Newsletter archive (contents of the last 6 months)
- ✓ Products (access to the product catalogue)
- ✓ Content download (a central element of data provision that enables the targeted selection of relevant data and files)
- ✓ Documents (additional downloads)
- ✓ comprehensive product descriptions
- ✓ Technical data about the products
- ✓ DIALux data
- ✓ Product and ambiance images
- ✓ Technical drawings
- ✓ YouTube videos (embed code)

Downloadportal

Liebe Frau Matthies,

auch wenn wir vieldarum noch mit ordentlich Sonnenlicht versorgt werden, die Tage werden kürzer, die Lichtsituation selbst sich.

Bei Paulmann wächst das Angebot nachhaltiger Leuchtmittel, sodass unsere Kunden mit gutem Gewissen die Lampen an haben können!

Effizient in den Herbst:

- Eco-Line Leuchtmittel - Jetzt an morgen denken!
- smart Leuchtmittel
- LED Röhren TS für elektronische Vorschaltgeräte
- smart und flexible Smart
- Smart-Design für JEBO
- Smart-Design für JEBO

Alle Nachrichten und Daten sind via immer sowohl in einem extra Order als auch in einer gesonderten Datei zu finden.

Beste Grüße,
Ulrike
Paulmann Licht GmbH

Eine neue Generation an ultra-effizienten Leuchtmitteln

Hauptmerkmale ist das Schichtsystem, wenn ein Mikro- und Nanostruktur geht. Auch Paulmann erweitert das Leuchtensortiment nachhaltig mit den neuen Eco-Line LED Leuchtmitteln.

Durch die Steigerung der Lumenleistung auf bis zu 210 lm/W, können sie auf der neuen Skala in die Energieeffizienzklasse A+ eingestuft werden.

Entwickelt in nano- und mikrostrukturiert - ohne Glühfaden! Qualität, die spart!

Für den einfachen Einstieg ins Thema Smart Home

Tunable White, RGBW und smarte Dimmfunktion: die neuen Smart Home Leuchtmittel sind eine All-in-one Lösung für alle Leuchten!

Alle Lampen lassen sich per App oder Sprachsteuerung über Smart Home Gateways, die über eine ZigBee Schnittstelle verfügen, steuern oder gemeinsam steuern.

Die Steuerung ohne Gateway ist über eine Fernbedienung, zum Beispiel die neue Gen 2 (Art. Nr. 30146), möglich.

Es stehen nur zwei Varianten zur Verfügung: ob smarte DIALUX-Reflexoren in schwarz oder chrom, eine komplette Transformations für die Gesamt oder eine ACU, bis hin zu 1000 Lumen.

Durch die verschiedenen Formen und Farben ist es jetzt noch einfacher, die passende Lösung für jede Leuchte zu finden und das Zuhause einfach smart zu machen!

My Partner

Digital data for your webshop

To the product selection

Your advantages as a registered partner

- ✓ Daily updates of the article master data
- ✓ Availability check
- ✓ Providing different assets
- ✓ Expert of individual article catalogues

Partner login

Become a partner

Monthly newsletter for our partners

- ✓ Up-to-date content from our download portal
- ✓ New products, incl. Excel overview
- ✓ New product images, incl. links
- ✓ New videos, incl. embed code

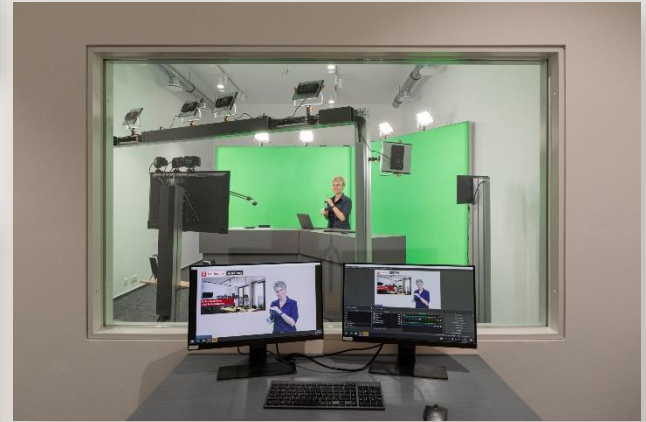
Paulmann Academy

Our expertise for your know-how!

Continuous technical developments and demanding customers require us to keep up to date at all times. At the Paulmann Academy, we pass on our in-depth knowledge to you - your basis for easier installation, optimum product selection, expert lighting advice and high customer satisfaction. In regular webinars, we provide information about our comprehensive ranges and new products - from technical product features to helpful application and installation tips. And it all takes place in our modern video studio, which was built for this very purpose.

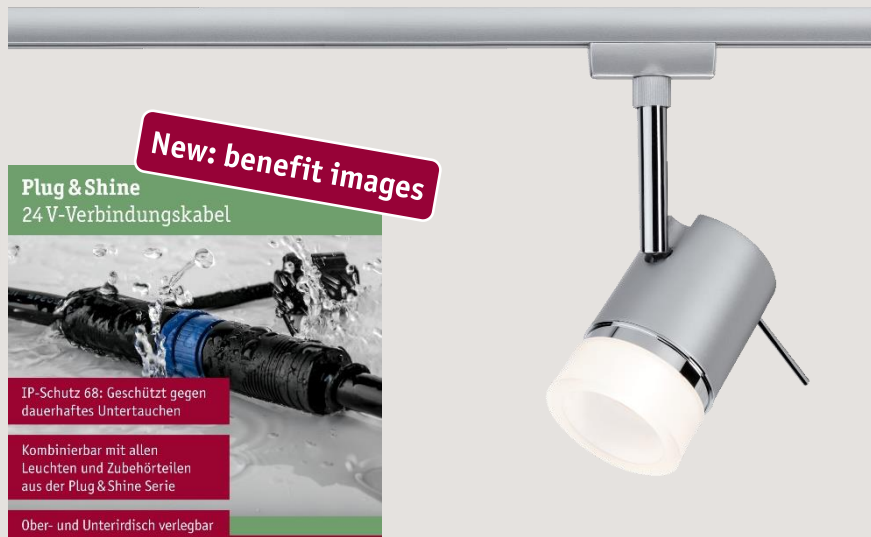
Experience our webinars live or as a recording:

URail, MaxLED, Plug & Shine and Smart Home are available as recordings. Coming Soon: Recessed luminaires, panels and cable systems.



Our content and support packages

High-quality image content ranging from cut-out images to different backgrounds



The Paulmann range: Lighting solutions with exceptional variety

Today, Paulmann leads the lighting sector with 2,500 innovative products in the areas of lamps, luminaires and lighting control with expertise across all product ranges.

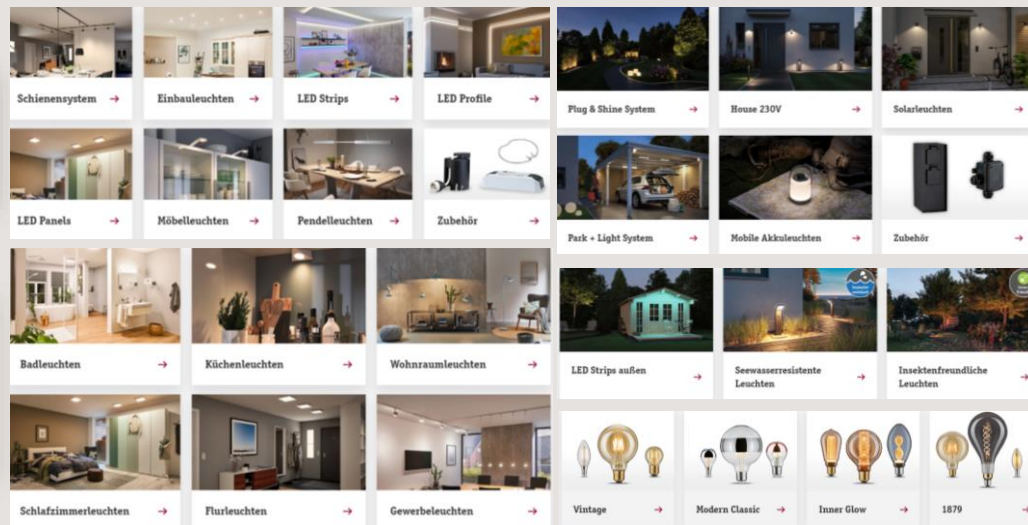
More than 300 new products each year ensure that the product ranges are always up to date and generate new market impulses.

- ✓ Strong focus on the development of the outdoor lighting portfolio
- ✓ Continuous optimisation of the extensive product range
- ✓ Including smart lighting control solutions



**The Paulmann range:
realise your lighting ideas!**

The complete range of luminaires and lighting systems, lamps, smart control and installation accessories offers the right choice for any customer wanting to make their lighting dreams come true.



High-quality LED strip and profile systems offer solutions for any project

Lighting flexibility with LED strips – the modular system for creative lighting ideas: from purely decorative to functional illumination

Matching high-quality flush and surface-mounted profiles for individual installation scenarios



Variable rail and cable systems bring light to where it is needed

Lighting arrangements using the various elements of the systems can be designed independent of power outlets on the ceiling.

URail – your ideas, your light, your system: the URail light rail system allows the distribution of LED spotlights and pendant luminaires throughout your home.



Unrivalled lamp variety – a perfect solution for every application



LED lamps with all commercial bases and a large selection of shapes

LED lamps come in a variety of finishes, brightness levels and light colours. In comparison to conventional incandescent lamps, you can save up to 80% of energy and can rely on a much longer service life.

Living area luminaire collection with sought-after trend items and timeless classics

Matching table, floor and pendant luminaires

Modern minimalist or natural "Neordic" Scandinavian design styles offer ideal combination options for the luminaires.

Many combination options with decorative Paulmann lamps



Bathroom luminaires for wall, ceiling and mirror

All essential uses for the bathroom in a timeless, modern design – and matching many bathroom interiors

Rust-proof materials, splash water protection for the whole bathroom (IP44 and protection class II)

New HomeSpa series – your bathroom, your light:

Choose from three white light colours for bathroom lighting that is optimally adjusted to your biorhythm (to wake up, to put on makeup/shave and to wind down)



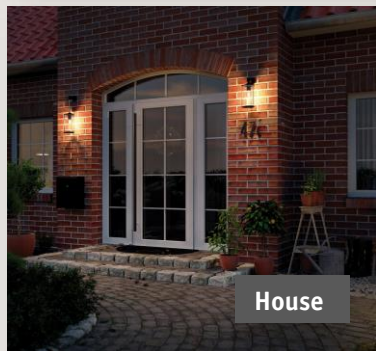
The complete range for outdoor applications

Plug & Shine: 24 V lighting system for fascinating light in the garden, around the outside of your home and on the patio

House: The reliable 230 V luminaires for lighting around the house

Park + Light: 12 V illumination for carports, greenhouses and patio roofs – optionally available with solar module

Solar: Solar-powered luminaires for outdoor use, no power connection required



High-performance logistics power

The logistics centre was planned by the Fraunhofer Institute for Material Flow and Logistics and constructed by Witron.

Fully automated high-rack warehouse with 9500 pallet slots

Dynamic, computer-controlled consignment system handles up to 400 parcels per hour

New: Multi-order picking allows for small open end envelopes without filler or small cartons with significantly reduced filler, thus saving 80% in volume.



Quality and safety have top priority in all products

Our own qualified test laboratories regularly test the products with analysing devices.

Paulmann's quality management system has been rated "excellent" by recognised external test laboratories.

The 5-year warranty on luminaires and transformers establishes trust with the customer.



Sustainability at Paulmann

WE SUPPORT



**UN Global Compact
participant**



**100%
renewable
energies**



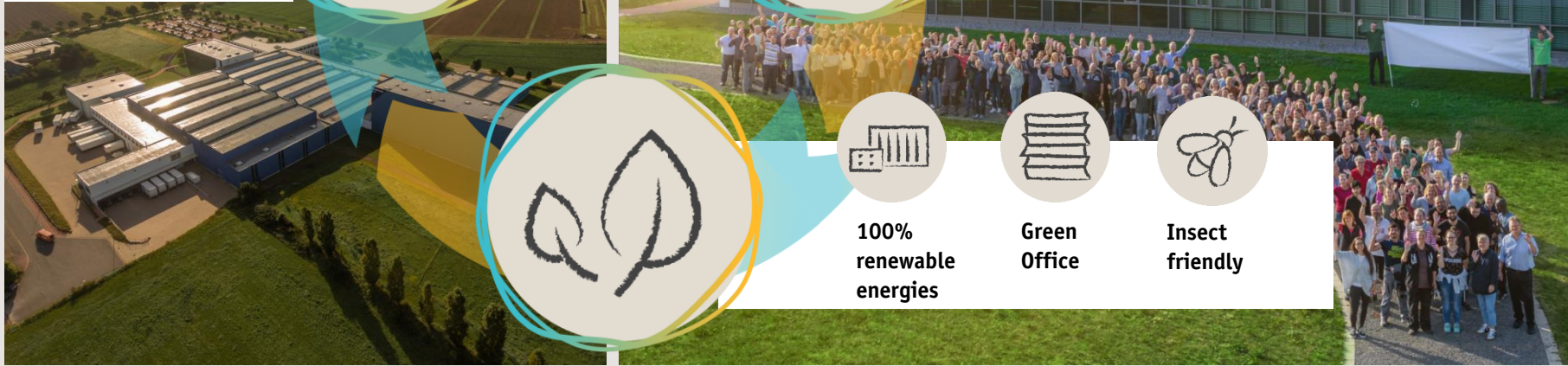
**Green
Office**



**Insect
friendly**

Social commitment

Paulmann supports various aid projects for children and young people



Sustainable packaging, shipping and presenting

Resource-saving product packaging

- ✓ Since 2019, all light sources in cardboard packaging instead of plastic blister packs
- ✓ New size-optimised cardboard folding box for all new LED strips
- ✓ Also all new Paulmann recessed luminaires in plastic-free folding boxes
- ✓ Cardboard already accounts for over 90% of our packaging - further product groups will be converted step by step.
- ✓ From 2023, all new articles will be packaged without plastics wherever possible.

Resource-saving shipping packaging

- ✓ Made from 100% recycled material
- ✓ Smaller shipping cartons introduced, ongoing optimisation of outer packaging sizes
- ✓ Filling either with recycled paper or with air bags made of 100% recycled and recyclable plastics

Presentation at PoS

- ✓ Completely PVC-free materials
- ✓ Modular design for efficient and durable use



