

**Press release**

## **Zumtobel wins German Sustainability Award with IZURA pendant luminaire**

**The IZURA pendant luminaire by Zumtobel has been awarded the German Sustainability Award (DNP) in the Product + Resources category. The luminaire impressed the jury with its modular design, resource-efficient construction, and a digital product passport that ensures transparency throughout the entire product lifecycle.**

*Dornbirn, 29 November 2024* – The IZURA pendant luminaire, made from recycled materials, operates with exceptional efficiency and provides transparent lifecycle information. With this, Zumtobel secured a win at the German Sustainability Award 2025. The award, now in its 17th year, aims to encourage companies to promote sustainable development.

The luminaire incorporates plastic-free reflectors made of biocomposites and a housing crafted from recycled steel. Its sustainable product design is based on the Zumtobel Circular Design Rules (CDR), which outline guidelines for sustainable product development from material sourcing to recycling. IZURA was developed specifically with the principles of a circular economy in mind and can be produced under low-energy conditions, advancing ambitious climate protection goals.

### **Transparency Across the Product Lifecycle**

Zumtobel equipped IZURA with a digital product passport containing key information about its production, materials, and maintenance, ensuring maximum transparency throughout its lifecycle. Accessible online, the passport also provides guidance on handling, maintenance, and recycling of components, including instructions for disassembly and disposal, along with usage recommendations. In addition, Zumtobel offers various after-sales services, such as repairs, replacement parts, and warranty management, further extending the product's lifespan. In the future, the digital product passport will also include an authenticity certificate to protect buyers from counterfeiting.

### **Combining Sustainability with Individuality**

With IZURA, Zumtobel demonstrates how sustainability and individuality can go hand in hand. The concept pendant luminaire, unveiled at Light + Building in 2024, features a modular design that allows for extensive customization. Digital profile printing enables the production of even the smallest quantities. Customers can fully personalize the housing design, including color and surface structure. Patterns, photos, and text can be easily integrated, and even specific Pantone shades can be matched.

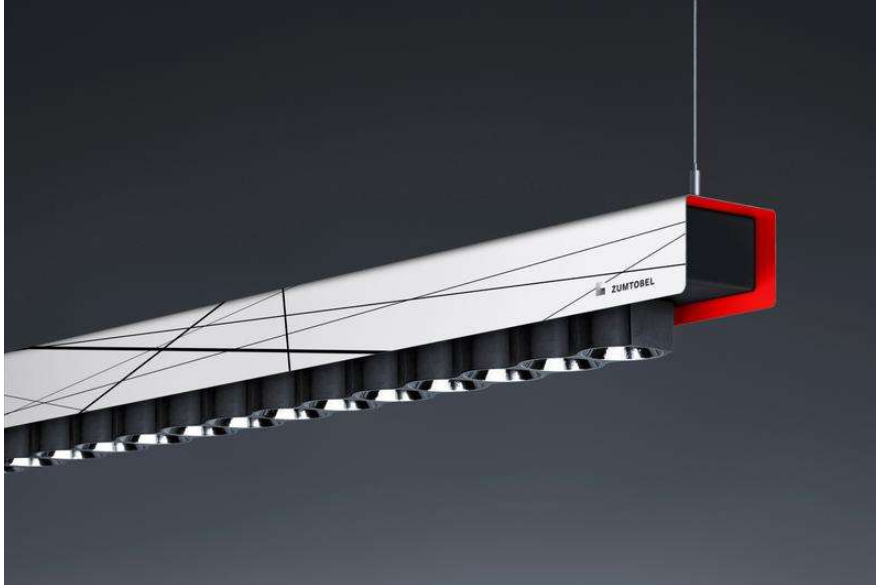
The modular structure consists of just 40 components and requires no welding, ensuring that individual parts can be easily replaced. This approach minimizes resource use and maximizes sustainability. Equipped with the latest generation of DALI drivers, IZURA can be wirelessly controlled via an app or remote control, offering flexible dimming and seamless integration into building management systems.

**Stefan Schulze-Hausmann, Chairman of the German Sustainability Award Foundation, commented:** *"The German Sustainability Award honors companies for product solutions that provide impactful and exemplary contributions to transformation within their industries. The jury believes that Zumtobel sets benchmarks in circular design with the IZURA luminaire, assuming a leadership role in sustainability. The product is seen as a 'beacon' for successful transformation in the sector."*

*"The Circular Design Rules were applied to IZURA, our tool for designing products specifically for a circular economy right from the outset. We are therefore all the more delighted that our efforts are bearing fruit and have been recognized with the German Sustainability Award", says Ines Göbel, Sustainability Manager at Zumtobel. "This award validates our focus on circular economy principles and motivates us to continue on this path."*

**Images:**

Photo Credits: Zumtobel



**Image 1:** The IZURA concept luminaire focuses on customizable design, allowing users to adapt the housing with any desired color and surface texture. Whether specific Pantone shades, intricate patterns, personalized text, or photos, the pendant luminaire can be tailored to meet diverse user preferences.



**Image 2:** Designed in line with Zumtobel Circular Design Rules (CDR), IZURA meets the requirements of a circular economy. Features include a plastic-free reflector made of biodegradable biocomposites and a housing crafted from recyclable steel.



**Image 3:** The concept incorporates a modular product design with only 40 components, eliminating the need for welding. This allows for easy replacement of the housing without requiring extensive part exchanges, saving resources and enhancing sustainability.

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**About Zumtobel**

Our passion is to create quality lighting solutions that deliver total perfection. We are driven by a conviction that the right kind of light can create the right atmosphere in a building at any time of day or night. When tailored to people's individual needs, light becomes something of an experience. We are always exploring new ways to come up with inimitable and timeless designs and are inspired by a unique creative ambition. When working on the lighting of tomorrow, we are driven by our innovative corporate philosophy of continuously improving the aesthetics of light. With passion, a sense of beauty and a forward-looking approach, we are constantly seeking to use light to help improve people's quality of life. The Zumtobel brand is part of Zumtobel Group AG, based in Dornbirn in the Vorarlberg region of Austria.

**Zumtobel. The Light.**