

COMPANY PROFILE  
EDITION 02 2016/2017 SERIES

GENLUX LIGHTING  
a lighting technology company

A division of  
ACTOM (Pty) LTD

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# BRANCHES

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## LOCAL GENLUX LIGHTING BRANCHES

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# BRAND OVERVIEW

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*Light creates colour...*

**Genlux Lighting** is now a division of ACTOM (Pty) LTD, ACTOM has had a 112 year presence in South Africa and is currently the largest manufacturer, solution provider, repairer and distributor of electro-mechanical equipment in Africa, employing about 7 500 people. A highly rated BBBEE company, with an annual order intake in excess of R7.5-billion, it has 43 operating units, 44 production (one of these now Genlux Lighting), service and repair facilities, and 40 distribution outlets throughout Southern Africa.

Genlux Lighting boasts a range of locally produced high-pressure die-cast aluminium (LM6 grade) luminaires, we are one of the largest local manufacturers of outdoor, commercial, industrial and roadway lighting, we are proud to be 100% South African owned and managed.

Genlux Lighting has a strong focus on continuous improvement throughout the organisation which is reflected through the on-going optimisation of our current lighting range and the identification, sourcing and introduction of new lighting technologies to the South African market.

“ We have a strong focus on continuous improvement”

Genlux places a high emphasis on partnership philosophy that ensures that we combine and develop local skills, knowledge and competence with global technology partners in order to comprehensively serve our market, customer needs and objectives.

“ We at Genlux have a strong commitment towards benchmarking our products, services and manufacturing capabilities against market leaders. This allows us to ensure compliance with the ISO 9001 QMS, while most local luminaires carry the SANS 60598 and SANS 475 safety mark including photometric data that is available across the range.”



# VISION & MISSION

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*Our Vision as one of the leading local manufacturer's.*



**We** as Genlux Lighting, one of the leading local manufacturer's of high performance outdoor, commercial, industrial and roadway lighting, continuously strive to incorporate local and international best available technologies in our products.

With this commitment to "B.A.T" (best available technology) in our product range we have aligned ourselves with local and international technology partners to ensure that we meet all relevant technical standards, ensuring that we supply our customers with the highest quality products on time and at a competitive market related price."

*Our Mission to remain a sustainable and profitable business.*

**“**Our mission, to remain a sustainable and profitable business within the ACTOM (Pty) LTD group that provides quality products in the industrial, roadway, outdoor commercial, indoor commercial, area lighting and light management systems market sectors.

We intend, in particular, to provide energy efficient lighting solutions by utilising and offering the latest lighting technology and trends, combined with strong technical and solution support to our customers. We will serve the interests of our customers, staff and shareholders by successfully achieving this task.”



# GOALS & OBJECTIVES

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*Our Goals and Objectives make us one of the leading local manufacturer's.*

**Market,** to have the thorough understanding of the needs of our markets and converting these into value added products and services for the lighting industry while earning customer loyalty through consistent, on time, in full delivery of our quality finished goods offering true value.

**Human Resources,** it is important to develop a group culture conducive to nurturing and rewarding employee's skills and abilities, which will attract, retain and motivate employees with entrepreneurial talent solely improving our market position and achieving growth objectives.

**Technology**, through our strong partnership alliance we must continue developing state of the art technology.

**Manufacturing**, we must apply and excel at achieving the best manufacturing standards and benchmarking through superior operational production management, which includes supply chain solution for complete capacity utilisation and efficiencies...

“ Excelling and achieving the best manufacturing standards”

# METHODOLOGY

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*Our methodology to great products and exceptional service.*

**Optics**, modern optical design, materials and techniques can deliver more controlled light distributions and maximise performance.

**Lamps**, the traditionally sodium and mercury based discharge lamps are now being surpassed by miniature ceramic metal-halide, compact fluorescent (CFL), linear fluorescent (LFL) and light emitting diodes (LED), in many cases efficacies are now exceeding 100 lm/W.

**Control gear**, control gears have evolved radically with the move to the electronic platforms, now incorporating features like protection (short-circuit, thermal overload) and controls (dimming- 1-10v/ DALI/ DSI/ DMX, tunable white).

**Enclosure**, the paramount function of a luminaire enclosure is the thermal control (Watts density, W/m<sup>3</sup>), secondary would be functionality and aesthetics.

**Controls**, harnessing all the above features and incorporating them into a controlled system requires the use of:

- Low level control: Occupancy sensors, analogue and digital devices incorporating PIR and Ultrasonic for single use and dual technology.
- Medium level control: Stand alone lighting control systems, dimming- 1-10v / DALI / DSI / DMX.
- High level control: Complete BMS (building management system), a BUS system that allows the full control of all interface function i.e. HVAC, lighting, access control, data etc...

**Efficiencies**, the efficiencies in lighting through the continuous improvement and advantage in LED lighting, resulting in higher lumen per watt ratios. Leading technology manufacturers are offering advanced products allowing OEM's the opportunity to provide superior product for all applications, delivering equal or better high quality at a greatly reduced power consumption. Coupled to Light Management Systems the management of space and time further adding to the overall efficiency of a total lighting system.

**Standards**, there are basic guidelines for lighting requirements in South Africa, they are the 'OSH' Act which outlines the bare minimum safety light levels in various environments and the SANS standards for various application. Standards included are:

- SANS 10114-1 (interior lighting)
- SANS 10389-1 (exterior lighting- work and safety)
- SANS 10114-2 (emergency lighting)
- SANS 10389-2 (exterior lighting- security)
- SANS 10389-3 (exterior lighting- guide on the limitation of the effects of obtrusive light from outdoor lighting installations)
- SANS 204 (energy efficiency in buildings)
- SANS 60598 (safety standard for manufacturing of lighting)
- SANS 475 (safety standard for manufacturing of lighting)

**Service**, service is a state of mind, it is ones ability to exceed the customers expectations while striving for continuous improvement and benchmarking against 'best practice'.

**Expertise**, our on-going responsibility is to keep up to date with the latest trends, product development and application by involving in training and knowledge development.

# METHODOLOGY

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**Product**, ensuring that we first and foremost offer our customers the options of the best available product, incorporating all our key principals and philosophies by identifying a project and the basic requirements:

- Is this a new facility or is it a retrofit/replacement?
- Are there building plans/drawings available of the facility in DWG, DXF or PDF formats?
- Controls; Occupancy sensors, Light Management Systems and where required Building Management Systems.
- What will the facility be used for?
- What is the working height i.e. at what height off the floor will most of the activities happen?
- What is the physical dimensions of the area? (Width, height and ceiling height)
- Existing installation:
  - Current lux levels
  - Luminaire types
  - Luminaire mounting method (surface, recessed or suspended)
  - Direction of ceiling grid if relevant

## Capabilities,

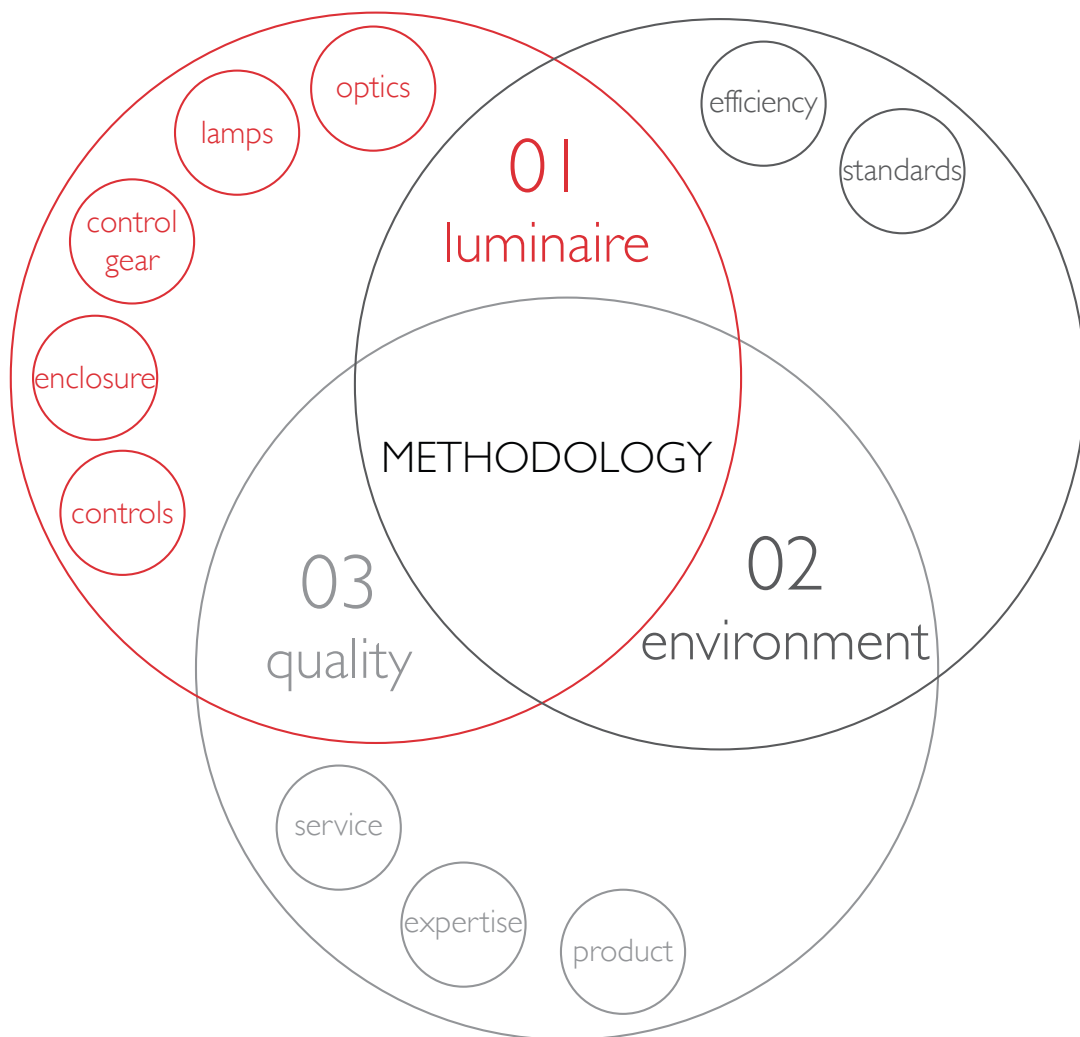
- Lighting design – Relux / Dialux
- Access to premium product ranges
- Accurate product selection
- Product management
- Lighting and Energy audits
- Detailed technical support (Product and Application)
- Product development
- Project Management



GENLUX LIGHTING

a lighting technology company

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ACTOM (Pty) LTD



“Offering the best  
available products”

# UNDERSTANDING WHAT WE DO

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*Defining shape and form, light determines the way we think and how we interpret the spaces and colour around us.*

The quality of artificial lighting is one of the most important influences on performance in the work place. Some 80% of our sensory input at work comes through our eyes; compromising our vision is, therefore, not an option when considering energy efficiency measures.

Successfully managing the balance of natural and artificial light is key; whilst it is possible for artificial lighting to be completely off when there is sufficient daylight in a space, consideration must be given to what happens when that changes; a sudden change of lighting level through the artificial lighting all coming on (or turning off) at once, this creates distraction and discomfort. So artificial lighting should be dimmed to balance the daylight and deliver a constant light level for the users

It is vital to provide good quality lighting that is designed to match the tasks being undertaken and to respect the needs of the occupants. And it is not only the visual effects of lighting that need to be born in mind; recent research has revealed that lighting has a clear impact on our health and well being in the work place. The right levels and the quality of light have been shown to affect alertness and accuracy at work.

There are two very important aspects of light relating to colour which are often referred to but not always understood: colour temperature and colour rendering. They are both properties of lamps but have very different meanings and implications. Colour temperature is the way that the colour appearance of a lamp is defined. It is measured on the Kelvin scale and is based upon the reaction of a black body radiator. The Kelvin rating for colour temperature reflects these appearances ranging from a low colour temperature as being warm in appearance and high colour temperature as cool in appearance.

Colour rendering is the term used to define the ability of a lamp to show colours effectively. Some lamps are able to render colours perfectly, exactly as they would be seen in natural light but others have very poor colour rendering properties.

One of the most important feature of lighting is the efficacy (how efficient the light source is), and its expected lifetime and colour rendering ability.

Artificial light can be created in different ways:

- Incandescent: where light is created by passing an electrical current through a wire so that it glows white hot. (e.g. Tungsten)
- Discharge: the generation of light occurs within a gas filled envelope that is driven by an electric circuit. (e.g. Fluorescent)
- Solid state: light being generated at the junction of a semi-conductor (e.g. LED)

“ Lighting impacts upon our ability to work accurately and effectively.”



*light creates colour...*

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[www.genluxlighting.co.za](http://www.genluxlighting.co.za)