# EcoLink Product Presentation

# How many lighting brands does Signify own globally?

| signify | Value brands | Specialty brands | Regional/local brands | Core brands | Technologies/ ventures | Services |
|---|---|---|---|---|---|---|
| Global Brand Architecture*<br><br>B2B | PILA<br>MAZDA<br>ECOLINK<br>LiteMagic 喜明 | VARI*LITE<br>Strand<br>MODULAR LIGHTING INSTRUMENTS<br>once<br>uhp by signify<br>bodine | ADVANCE by signify<br>LIGHTOLIER by signify<br>LUMEC by signify<br>LEDALITE by signify<br>GARDCO by signify<br>HADCO by signify<br>Stonco KEENE by signify<br>Day-Brite CFI by signify<br>نارين nardeen<br>CHLORIDE by signify | PHILIPS<br>interact<br>COLOR KINETICS<br>WiZ | trulifi by signify<br>BrightSites by signify<br>NatureConnect by signify<br>3D Printing by signify | Signify Lighting Services |
| B2C<br><br>*Regional brands included | PILA<br>ATTRALUX<br>ECOLINK | MODULAR LIGHTING INSTRUMENTS | | PHILIPS<br>PHILIPS hue<br>WiZ | trulifi by signify | |
| 29 | 5 | 6 | 10 | 4 | 4 | |

# What is the objective of launching EcoLink brand

A flanker brand (also called Fighter brand) is a new brand introduced by a company that has an already established brand in the same product category.

The new brand is designed to compete in the category without damaging the existing brand's market share by targeting a different segment of customers.

**EcoLink objective:** Gain market share from B Brands in high growth categories – LED Luminaires & Prof Trade

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# What is the USP of EcoLink

VoltSafe Technology

## Product Claim on packaging

With EcoLink's VoltSafe Technology, your lighting is protected from voltage or surge fluctuations, making EcoLink a robust & reliable solution.

**Regular Power Supply: 220V-240V**

| Other Products | ECOLINK |
|---|---|
| 180V-300V | 160V-360V Wide Voltage Operation |

**Surge Protection**

| Other Products | ECOLINK |
|---|---|
| 1.5kV | Upto 2.5kV |

# Discussion Topic: BIS Certification & BEE star rating

BEE star rating label

BIS R#

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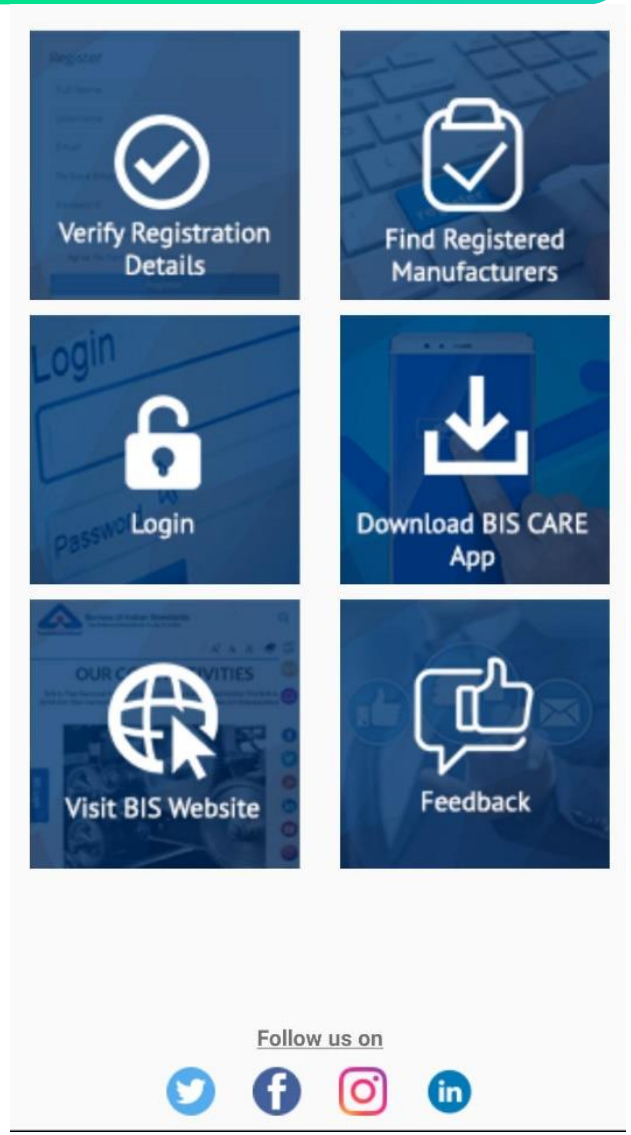
# Discussion Topic: BIS Certification & BEE star rating



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# EcoLink – Picture Light

**Product Features:**

- 6W, Warm White
- Adjustable design to direct light
- Bright WW light to enhance aesthetics
- Sleek design and premium finish

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# EcoLink - Genius Wall Light range

**Product Features:**

- Available in 16W 1600lm, 25W 2500lm, 40W 4000lm
- 16W - 2 feet, 25W – 3 feet, 40W - 4 feet
- Available in CW & WW
- Sleek design and finish
- Warranty – 1 year

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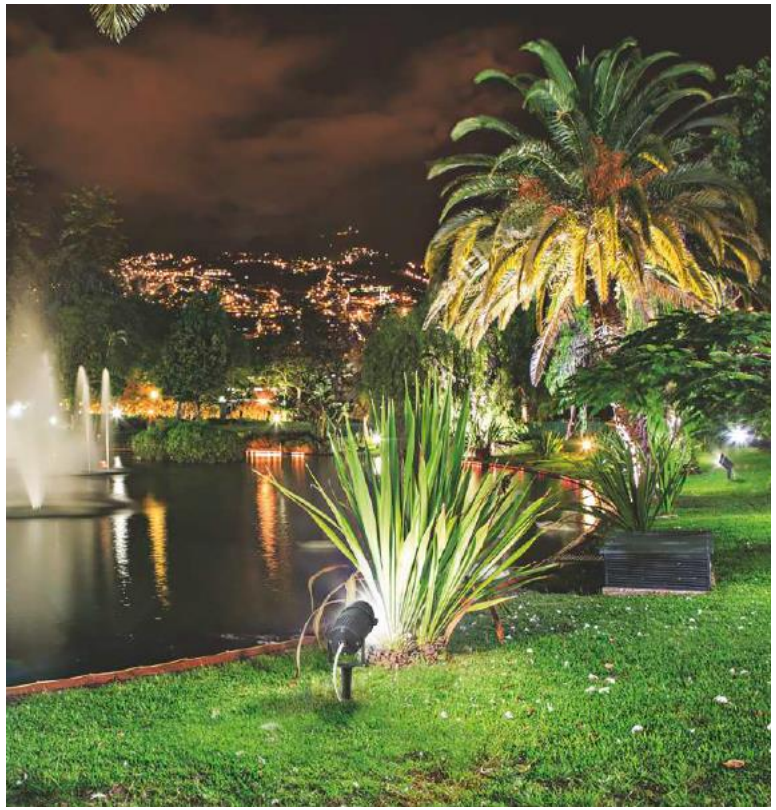
# EcoLink Garden Spike



## Product Features:

- 7W 380lm
- IP65 (suitable for outdoor)
- Premium Aluminium body
- Available in WW variant
- Warranty – 1 year

# EcoLink Step Light

## Product Features:

- 2W; IP44 rated
- Durable Aluminium housing
- Available in WW variant
- Available in White & anthracite body colour
- Warranty – 1 year

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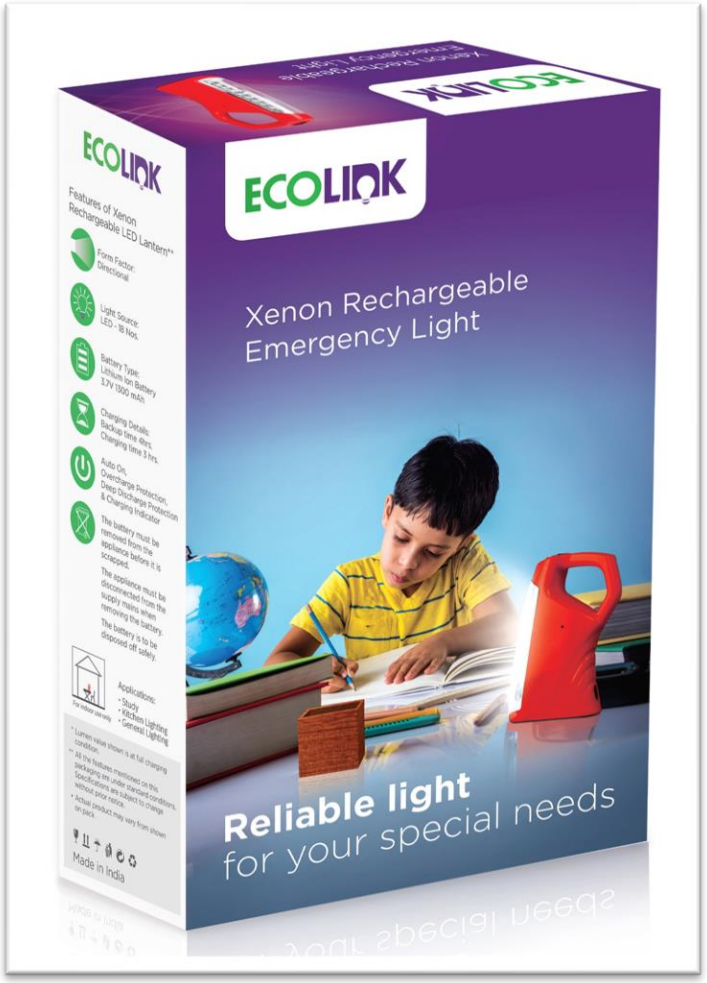
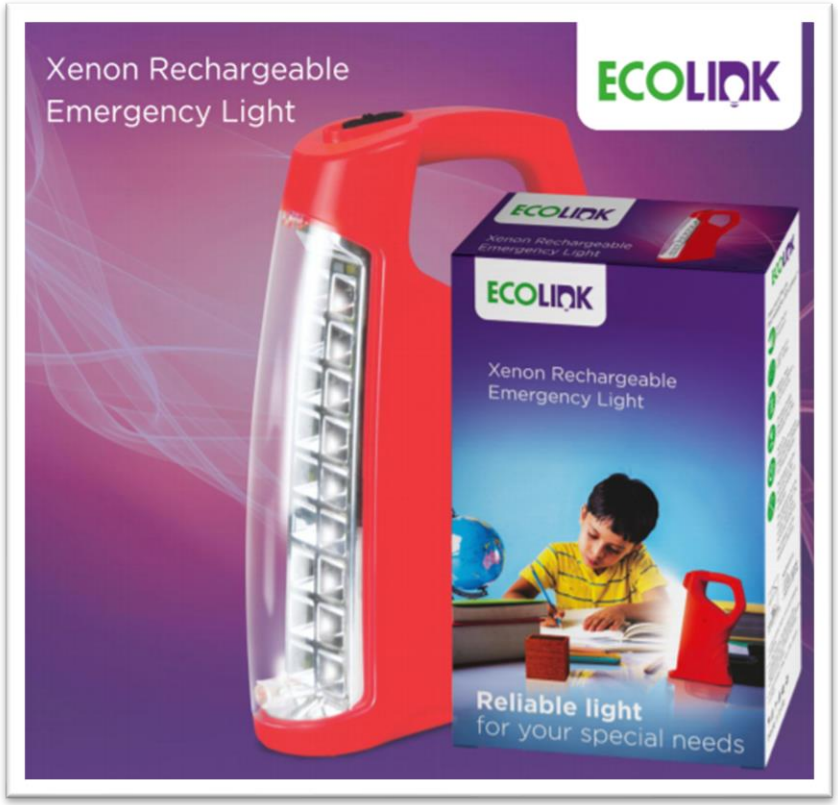
# EcoLink – XENON Rechargeable Emergency Light

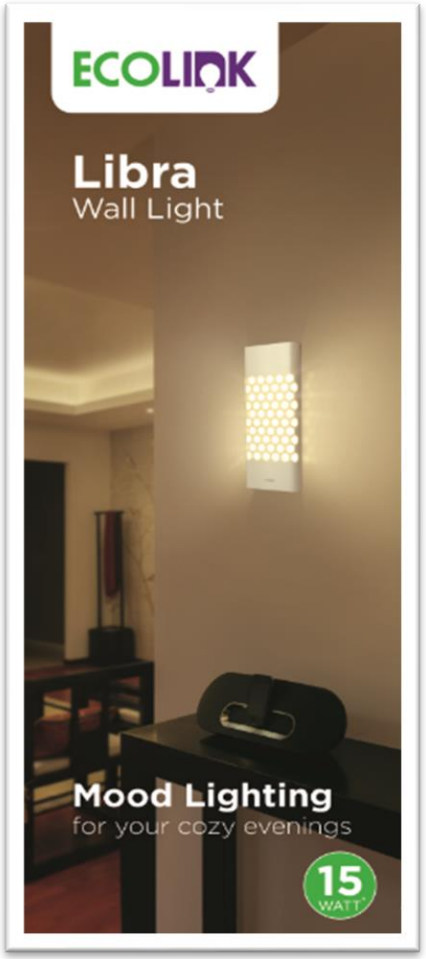



**Product Features:**

- Upto 4 hours backup
- LED charging indicator
- 18 LEDs for brighter light
- Auto On, Overcharge Protection
- Deep Discharge Protection
- Warranty – 6 months



# EcoLink – Libra Wall Light




**Product Features:**

- 15W 800 lm available in WW & CW
- Aesthetically appealing honeycomb design
- Pack Size of 6 pcs

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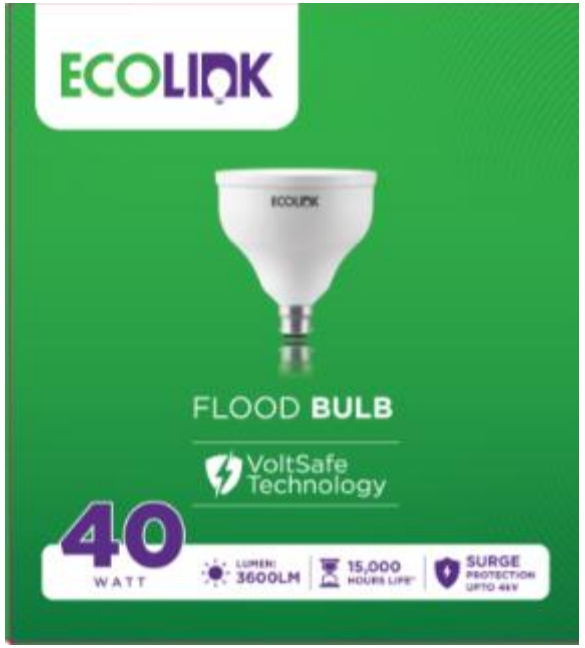
# EcoLink – New 12W T-Bulb

**Product Features:**

- 12W 1080lm
- All new compact shape
- Wider light spread
- Flexible & Rotatable form factor

# EcoLink – 40W Flood Bulb



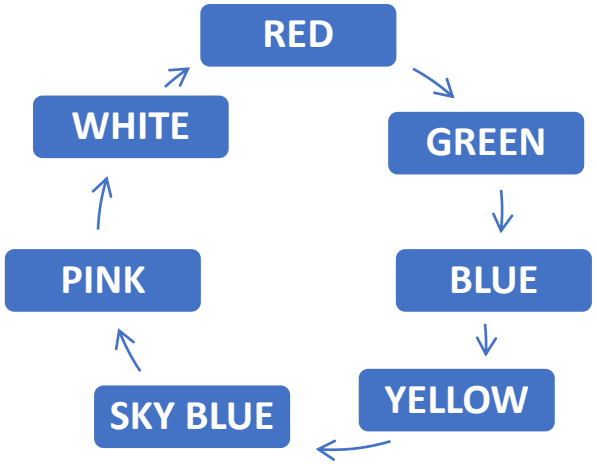
## Product Features:

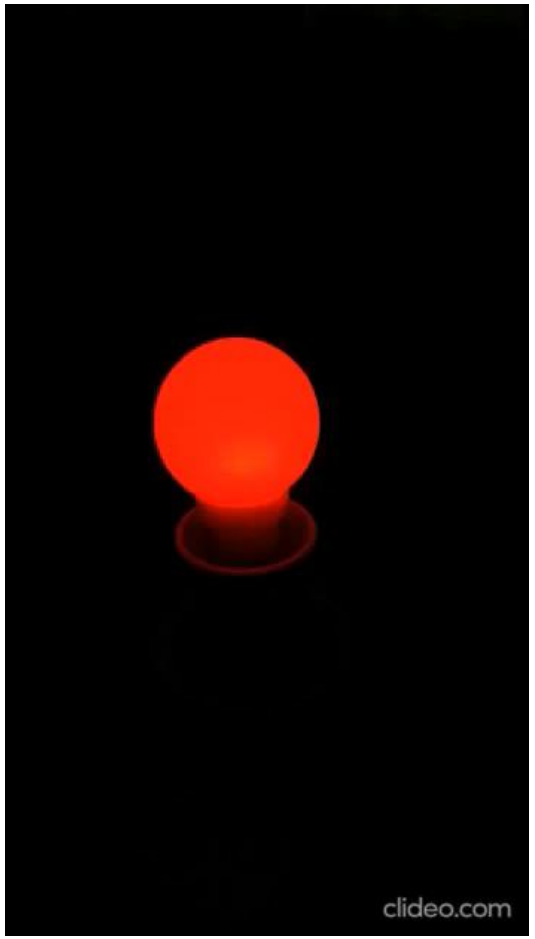
- 40W – 3600lm
- 15,000 burning hours, Surge protection upto 4kV
- ***Focused light spread for super brightness***
- ***Suitable for Fruit, Vegetable vendors and warehouses, industries etc***

# EcoLink – 0.5W NeoGlow MultiColour

**Product Features:**

- Automatically Colour changing
- 7 in 1 colour bulb
- Smooth colour transitions @ 5 secs for each colour




**Click to play video**

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# EcoLink – 0.5W NeoGlow range

**Product Features:**

- Bright, vibrant colour options available in White, Yellow, Red, Blue, Orange, Pink & Green
- Plug & Play options available in White, Yellow & Red

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# EcoLink – Deep Recessed COB range

**Product Features:**

- Available in 7W, 12W, 18W
- Available in CW, WW, NW
- Thin Trim with 36 deg. Beam angle
- Aluminium heat sink for long life
- Premium feel & finish

Signify Classified - Internal

# EcoLink – LED Rope range (30m)

**Product Features:**

- Available in CW, WW, Red, Green, Blue & Pink
- Length 30mtrs per roll in all colors
- 2835 LEDs; 60 LED's per meter
- First Time ever "MADE IN INDIA"
- New Connector accessory

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# EcoLink – New 5W, 7W, 9W 3 inch JB Concealed

**Product Features:**

- Available in 5W, 7W, 9W
- 5W – 400lm, 7W – 560lm, 9W – 720lm
- Fits in 3inch JB (concealed)
- Available in CW, WW & NW
- New look & premium finish

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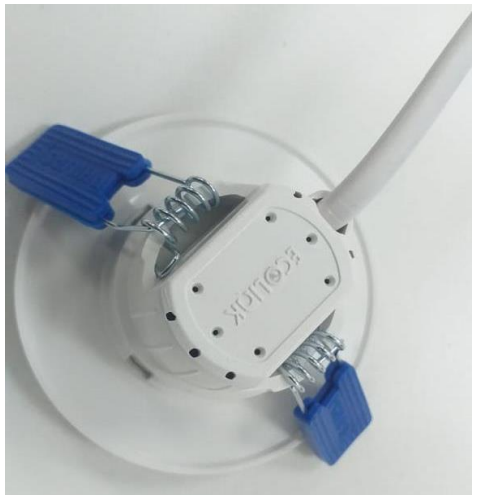
# EcoLink – 3W 2 inch JB Spot



**Product Features:**

- 3W 150 lm
- Fits in 2 inch JB (concealed)
- Available in CW, WW & NW
- New look & premium finish

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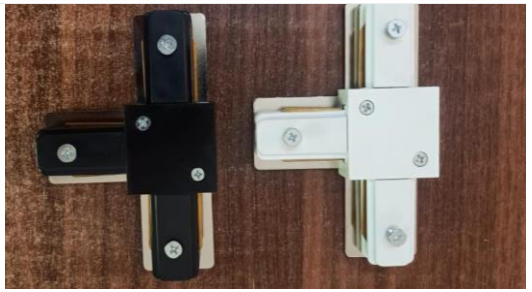
# EcoLink – Track Lights range



**Product Features:**

- Available in 7W, 12W, 20W, 30W & CW, WW & NW
- Premium finish with 36 deg beam angle
- Adjustable design
- Sturdy Aluminium construction
- 1 year warranty

**Accessories available:**

- 1 metre & 2 metre tracks in white and black
- Connectors – straight, L, T

Signify Classified - Internal

# EcoLink – Surface Spot range

**Product Features:**

- Available in 7W, 12W, 20W & CW, WW & NW
- Premium finish with 36 deg beam angle
- Adjustable design
- Sturdy Aluminium construction
- 1 year warranty

Signify Classified - Internal

# EcoLink – 3W Deep JB (2 inch) range

**Product Features:**

- Fits perfectly in 2inch JB
- Available in CW, WW, NW & Red, Green, Blue
- Extra wide diffuser & uniform light output
- External replaceable driver

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# EcoLink – 3W Striker range

**Product Features:**

- Super Sleek design
- Uniform light output
- Available in CW, WW, NW, Red, Green, Blue, Pink colours

Signify Classified - Internal

# EcoLink – Tiltable spots range

**Product Features:**

- Available in 3W & 6W
- Synthetic body with 60 degree beam angle
- Tiltable for convenient use
- Available in CW, WW, NW

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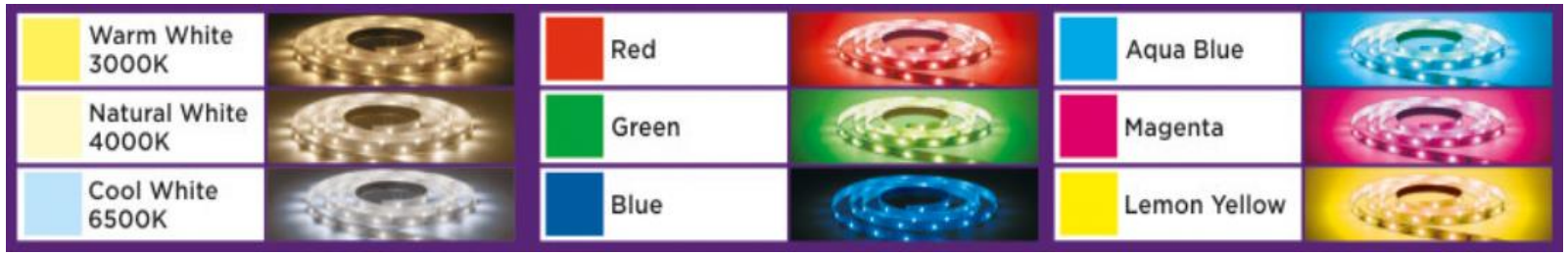
# EcoLink – LED Strips range

**Product Features:**

- 25W with 60 LEDs per meter
- 5 metres length
- Available in CW, WW, NW and range of colour options



# EcoLink – New Flood Light range

**Product Features:**

- 100 lm/watt & Made in India
- IP65 (Water Resistant) & IK07 (Impact Resistant); 4kV Surge Protection
- Available in CW & WW and 50W in Red, Green & Blue
- 150W & 200W watts also now available (repairable/serviceable)

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# EcoLink – New Street Light range

## Product Features:

- 100 lm/watt & Made in India
- IP65 (Water Resistant) & IK07 (Impact Resistant)
- 4kV Surge Protection
- Available in CW & WW; Class B serviceable (Repairable)

Signify Classified - Internal

# EcoLink – Champion+ 36W LED Batten

## Product Features:

- 36W 3600 lm LED Batten
- Robust Aluminium Housing for better heat dissipation
- Pack Size – 20 pcs

Signify Classified - Internal

# EcoLink – StarLight TL

**Product Features:**

- 40W StarLight
- 2450 lm
- Pack Size – 30 pcs
- Life class – 10,000 hours

**Product Features:**

- 36W StarLight
- 2450 lm
- Pack Size – 36 pcs
- Life class – 10,000 hours

Signify Classified - Internal

# EcoLink – NPIs for festive season