



## FEILO SYLVANIA WINS RED DOT AWARD 2016 - LIGHTING DESIGN



We are delighted to have been recognised by the Red Dot Award team

Zhi Schraft, Feilo Sylvania

**Feilo Sylvania is pleased to announce that its new range of decorative luminaires and lamps, Sylvania SylCone Retro has won the 'Product Design 2016' accolade at the prestigious Red Dot Awards. SylCone Retro perfectly combines contemporary aesthetics and technology with vintage style to create a unique decorative luminaire. The hand-blown glass lamp is available in three distinctive designs and incorporates the latest LED filament technology to provide a powerful yet**

**efficient light source that replicates the warm glow of traditional, incandescent lighting with a 2000K colour temperature.**

The Red Dot Award for design concept is an internationally recognised professional design competition for exceptional design concept worldwide. Awarded to companies who produce products with a strong focus on innovative product design, the Red Dot award winners are chosen by expert juries in the areas of product design,

### ABOUT RED DOT

The Red Dot is a quality seal for good design and innovations: a trademark, which constitutes and highlights the quality difference globally. Its use is exclusively reserved for the winners of the competition.

The Red Dot Award: Product Design, which origins date back to 1954, is now one of the world's largest and most distinguished design competitions.



communication design, and design concepts. Receiving this year's Red Dot: Product Design award marks Sylvania's excellence in the largest competition for product design, which included nearly 5,214 entries from 57 countries this year.

"We are delighted to have been recognised by the Red Dot Award team" says Zhi Schraft, Segment Marketing Manager – EMEA, Feilo Sylvania.

"Incorporating the latest LED filament technology, Sylvania SylCone Retro provides end users with a powerful, practical and carefully designed luminaire which is affordable to all. A Red Dot award gives us the honour of being associated with the best in the product design industry."

SylCone Retro can be paired with a stylish pendant, available in copper, black, nickel and brass to suit a variety of installations. The flexible pendant base can move up or down the cord and will fit the majority of E27 base types. It has been designed to conceal the dimmable electronics housed within the lamp, with only the glass and metal visible. Surface mounted and table

lamp versions are also available.

The Dimmable LED filament lamp lets users create the perfect ambient light level. With its extremely high lumen efficacy of 104lm/w and lifetime of 15,000 hours, the SylCone Retro is as practical as it is stylish. SylCone Retro can also be paired with smart controls, such as Bluetooth control, adding further functionality to the stylish design.

Formed in January 2016, Feilo Sylvania is 80% owned by Shanghai Feilo Acoustics Co., Ltd, which is principally engaged in the manufacture and distribution of lighting equipment. Headquartered in Shanghai, Shanghai Feilo Acoustics Co Ltd was founded in 1984 and is China's first joint-stock company (SH 600651). The company reorganised its M&A on a large scale in 2014 and became a joint enterprise comprising companies including Shanghai Yaming Lighting Co Ltd, Beijing Shen'an Group as well as Shanghai Sunlight Enterprise Co Ltd.

Picture Caption (above): SylCone Retro on the Feilo Sylvania Light + Building 2016 booth



**reddot award 2016  
winner**

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Feilo Sylvania is a leading, full-spectrum provider of professional and architectural lighting solutions. Built on over a century of expertise in lamps and luminaires, Feilo Sylvania supplies internationally state-of-the art products and systems to the public, commercial and private sectors. All over the world, people rely on group business divisions: Concord, Lumiance and Sylvania, for top quality, energy-efficient solutions.

[www.feilosylvania.com](http://www.feilosylvania.com)

Or talk to our experts on  
**+44 (0) 207 011 9700** or via  
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by **FEILO SYLVANIA**