

NERI

NERI AT LIGHT + BUILDING 2014, HALL 5.0 STAND C40

Neri will participate with its own booth in Frankfurt's biennial LIGHT + BUILDING, the most important international exhibition for the lighting industry, which will take place from March 30th to April 4th.

Among the novelties presented, the products in the "comfort" range which made the company based in Longiano one of the most appreciated in many historic centres throughout Italy and the world, but also the new "Performance" range products, among which the new "Archilede Special", born out of the collaboration with Enel Sole and signed by Makio Hasuike.

The latter, in particular, has benefited from the investments made by the company in production chains, which made it possible to create a top-quality product in terms of light emission and energy efficiency, all in keeping a competitive price on the market with no compromise on the quality of the products' materials.

However, the beauty of cities does not always mean a revolution in shapes and designs: among this year's new features it is worth to highlight the presence of a restoration and refitting section.

A preview will showcase the original lanterns of Piazza del Campo of Siena, before and after the revamping operations carried out by Neri, which also updated the technology used for the lighting fixtures: a project involving around 1,200 lanterns, for an overall energy saving of 60%. This is an important landmark also for the acknowledgement of Neri's know-how and philological research. Recently, the Company has also concluded the important restoration of the original 19th century lantern of Punta della Salute in Venice, now back to its splendour in his location overlooking Piazza San Marco.

Further to the distinction between comfort and performance, it will be possible to appreciate a comparison among the products from the two ranges Heritage and Contemporary. The former is characterised by a unique classic style, while the latter interprets modern design, such as in the lighting fixtures conceived by Makio Hasuike.

In both cases, NERI solutions are the symbol of top-quality *Made in Italy* products throughout the world. A brand that for 50 years has been part of the best Italian manufacturing tradition, meeting the challenge of giving added value through design without compromise on the quality of materials, and using the cutting-edge technologies available on the market.

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