




ILMEX
Illumination
Magazine
VOL.5



-  ILMEX illumination Global
-  ILMEX illumination Global
-  ximenezgroup
-  www.ilmex.com
-  ximenezgroup



IF YOU
CAN DREAM
OF IT... WE CAN
MAKE IT REAL

INDEX

Decorative Lighting	06
International Fairs	12
Made in Spain	14
ILMÉX=Quality	16
ILMÉX Displays	18
Decor	22
ILMÉX Shopping Centres	24
Special Looney Tunes	30
WOW! Effect	32
Special Projects	36
Special Lights	48
Lighting Projects	56
Distribution	80
Design and Innovation	82
Contact	86







Designed with Elegance



happy
new
year



DECORATIVE LIGHTING

Decorative lighting is not at present conceived as a separate tool used by local authorities to “decorate” their towns and cities at certain times of year, but rather falls under the overall municipal street-lighting strategy and shares the same principles and objectives: fostering local urban, social and economic development, considering and reducing environmental impact and reducing energy consumption.

Creating jobs, incentivising retail sales, catering and tourism and, as a result, increasing consumption and local income — these are the basic objectives of decorative lighting.

Illuminations also encourage local people to feel part of their cities, embracing their celebrations and centuries-old traditions, to become one of the most widely recognised and accepted local initiatives and one of the city’s main attractions.







CITY BRANDING

Develop your city branding

All places whether if they are countries, cities, states or regions are “brands”, in the truest sense of the word. It’s also well known that more people will follow your city brand by turning it into an attractive destination. Otherwise, in certain events and festivities, people obviously will prefer to visit the locations which offer better attraction for tourism.

The festive lights have been proven helpful for tourism and commerce, also for stirring emotions. Indeed, if you are vying with other places for attention in tourism or relaunching a commercial area, ILMEX Illumination has the formula to succeed by turning your location into a magical place where all the city’s audiences will meet and feel proud to spread the word to everyone in order to promote a tourist claim that will attract more visitors from all over the world.

Let’s switch on your city branding!





INVESTMENT



 STELLAR - ILMEX Illumination | Brut Deluxe

Because of all mentioned above, illuminations are not a cost; they are an investment. They stimulate demand, giving retailers some much-needed relief in these times of economic crisis and slow sales, as they see Christmas lights as being specially attractive for shoppers. Illuminations also boost hotel and restaurant bookings and the use of public transport, particularly taxis to follow the lights, thanks to the increasingly buoyancy of Christmas tourism. In short, lights can get a city moving.

Constantly reducing the environmental impact and energy consumption of illuminations is another basic premise within a city's lighting strategy. In decorative lighting these targets are reached by developing designs that are much more efficient and by perfecting and fully implementing LED technology as a single lighting system. This not only saves on electricity but also reduces carbon-dioxide emissions into the atmosphere, thereby helping to combat climate change.





CHRISTMASWORLD '17

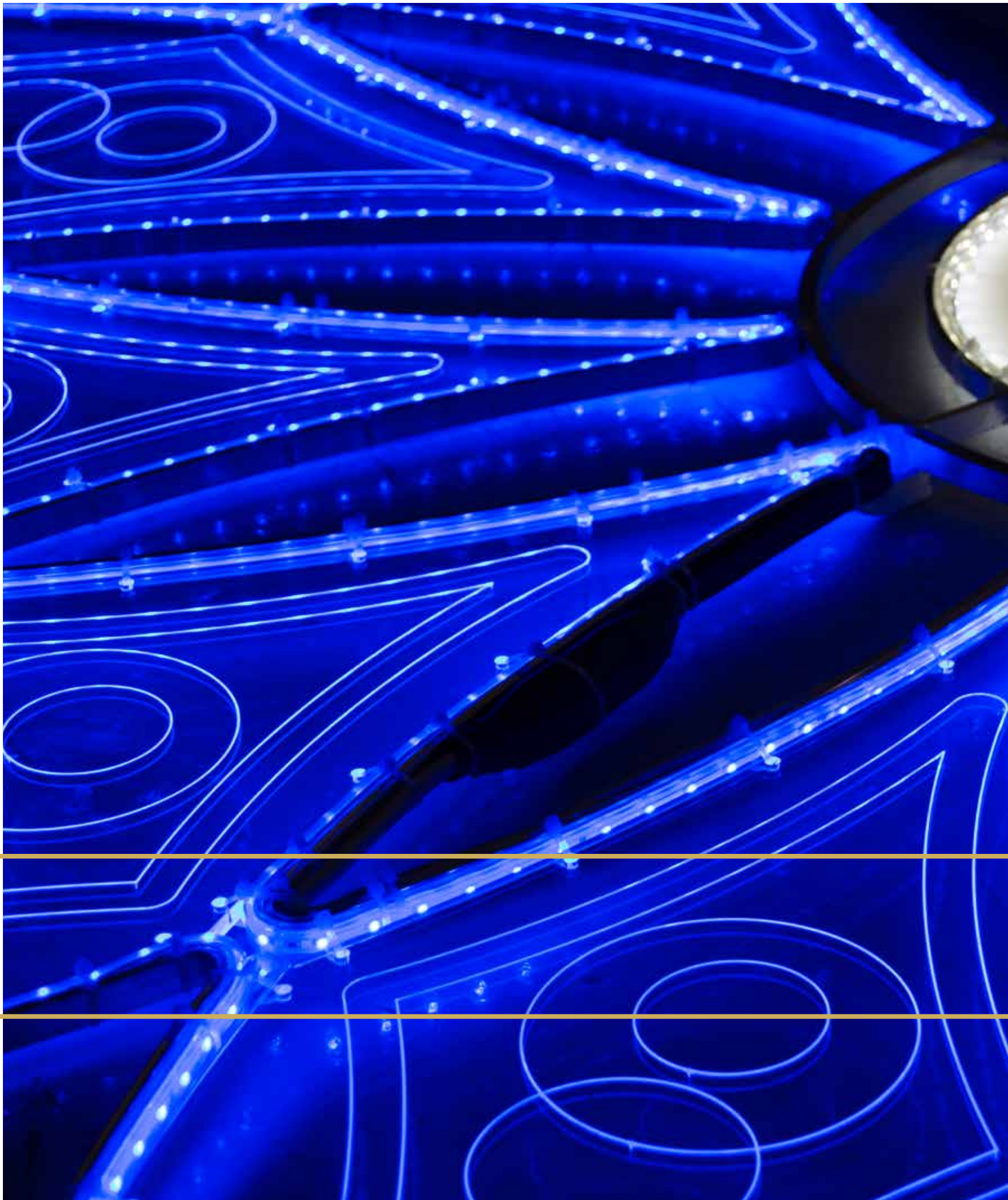


FAIRS
GLOBAL NETWORK



ILMÉX's goal consists of exporting the exclusivity concept that comes from its decorative lighting projects, which really makes difference in comparison to the rest of companies belonging to the same field.

Aware of the prestige influence it has on the market, ILMÉX is present in the main international fairs in Madrid (Matelec), Frankfurt (Christmasworld), Lyon (LumiVille), Düsseldorf (Euroshop), etc.





A key point of Ilmex's policy is that 100% of its lighting motifs are manufactured in Spain. This is crucial, and possible thanks to relevant aspects that come together to achieve a high-quality product made by and for ourselves.

In terms of quality, manufacturing in Spain means that all the materials and processes in the production chain can be strictly controlled throughout, with reaction times that enable any issues or unforeseen circumstances to be dealt with without compromising the delivery dates agreed with clients.

In terms of social policy, Ilmex creates jobs in Spain, so the company's progress and growth has a social and economic knock-on effect on the local community and area and the country as a whole. In manufacturing alone, for example, more than 100 direct jobs have been created.

In terms of economic policy, besides the job-related aspects mentioned, centralising warehousing, production and showrooms in Spain means that related services and other activities (catering, property, consumables, etc.) will also stay in the country.

In short, our Made in Spain product means we all can grow.





QUALITY

Quality is ILMÉX's watchword at every stage of what we do: raw material, storage, manufacture, distribution, document-handling and environmental management.

From a management viewpoint, ILMÉX has pioneered the setting up and implementation of a QA and environmental management system that meets the requirements of the standards UNE - EN ISO 9001:2008 (Quality management systems) and UNE - EN ISO 14001 ("Environmental Management Systems: Requirements and Guidelines for Use").

All the procedures involved in our business are properly organised and documented with the sole objective of assuring clients of our compliance with all the relevant requirements in terms of quality, design, manufacturing and delivery deadlines. Our manufacturing, packaging and distribution processes follow a predetermined procedure so that not even the slightest error can occur in the production process without being detected. The complete manufacture of structures and assembly of the end product is carried out in Spain, giving our products European levels of quality that are significantly higher than others on the market.

To preserve this quality, our production is subjected to a stringent control system, including individual checks of every part made to assure its functionality and safety. In our distribution process, as well as standard high-quality packaging we also create made-to-measure packaging to optimise the logistics and storage of special-volume items.





DISPLAY

These are just some of the firms that know work with ILMÉX to decorate their Christmas and other seasonal window displays. ILMÉX can come up with designs that are adapted to any brand and budget, with the option of choosing from prototypes, flexible delivery deadlines and competitive prices.











DECOR

Ilmex never stops innovating and broadening its horizons.

We are making a strong case for cutting-edge, high-quality decoration.

This year, for a spectacular exhibition that is held annually, Ilmex has made some customised display cabinets. Dazzling mirrored backgrounds with their own light.

The lighting merges with the environment to give the space a unique, exclusive feel.

And we continue to progress.



SHOPPING CENTRES

ILMÉX has a line of specialised products and designs for the exteriors and interiors of shopping centres, adaptable to every style of decoration, with the main aim of triggering the Christmas spirit among customers and increasing consumption.













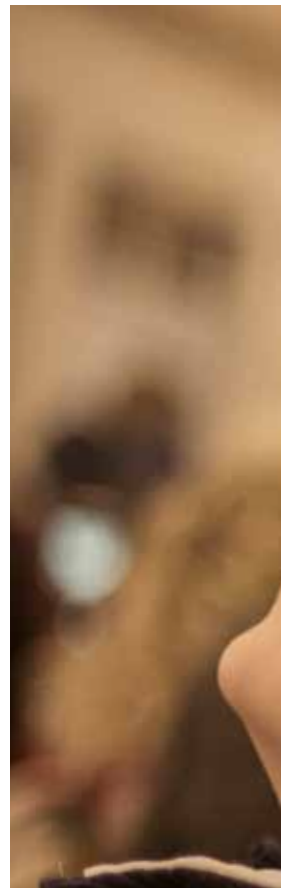
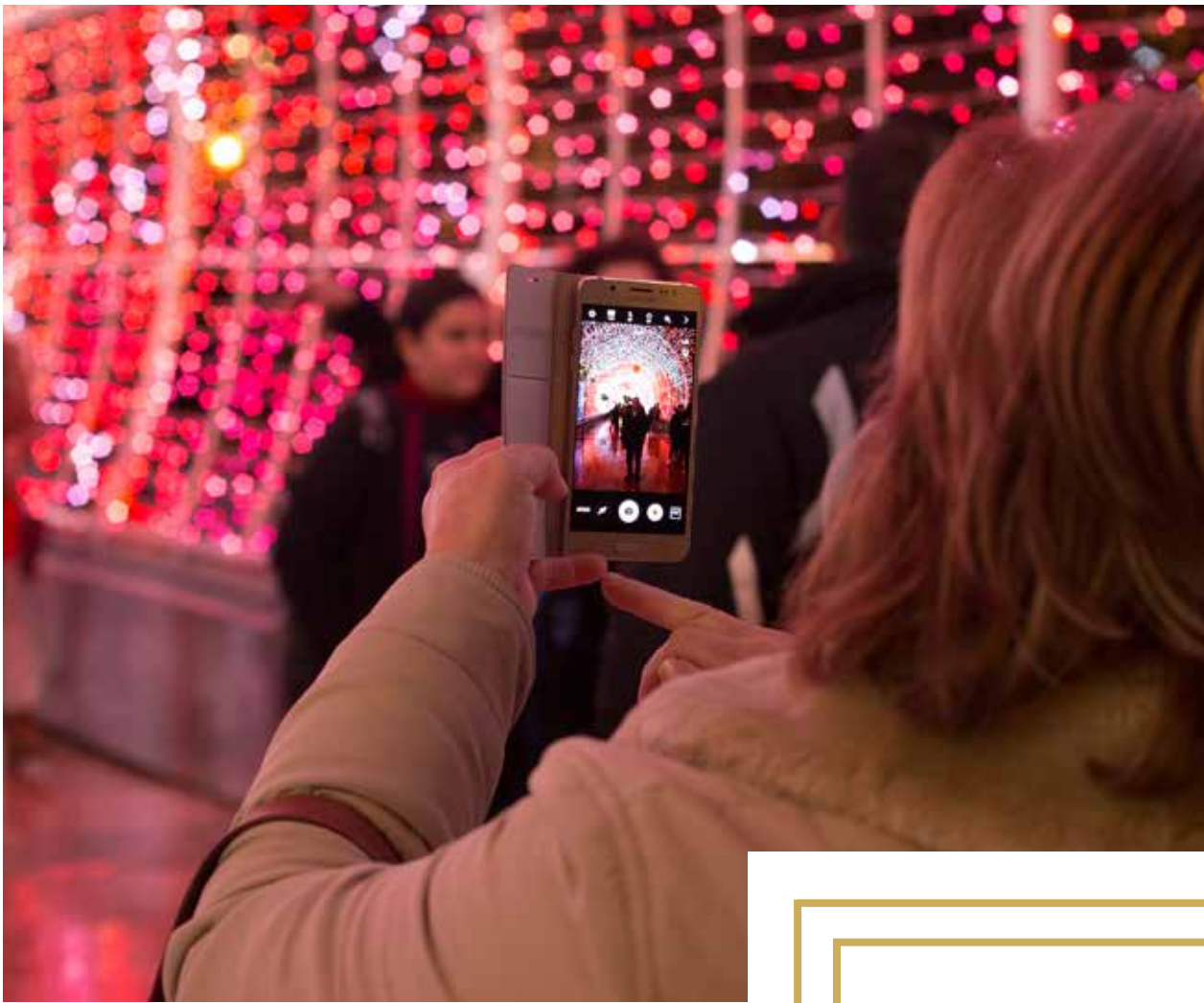


SPECIAL LOONEY TUNES

This year Ilmex has partnered with the much-loved Looney Tunes brand to handle the lighting for a chain of shopping centres.

The result is a visual spectacle for people of ages, combining the wonderful beauty of light with the fun, feelgood appeal of these characters.





WOW! EFFECT

We just remember the projects that make us live a WOW! moment because we will keep in mind how they made us feel. Everything is part of a lighting spectacle that attracts crowds day after day. Be different by creating tailor-made experiences focusing on the visitor enjoyment. This is the ILMEX's way to stand out and improve the overall satisfaction and visitors' experience.

It is A NEW STREET MARKETING TOOL :

- Make your project catch people's eyes
- Create engagement
- And go viral on Social Media!

ILMEX Illumination creates "marketing experiences" by an elegant way of storytelling and a real example of the benefits of engagement marketing. Regardless of whether we talk about hotels, restaurants, shopping centers, open spaces, historic buildings, or even leisure parks, our best marketing tools are brand building, image enhancement, and customer loyalty. And this regardless of whether we're talking about a seasonal event or something throughout the year.

What we do is to tap into emotions and create an "imaginary and interactive world of experiences" that invite and involve costumers in a shared emotional experience. We can even encourage them to take part and interact. They leave with positive memories and the host establishment secures long-term customer loyalty.







There is **only** one limit...
your **Imagination**





SPECIAL PROJECTS

MONUMENTAL & INTERACTIVE

In cities around the world there's always a lot of expectation wondering 'how festive lights will look this year'. By means of the ILMEX's latest technology, the effect can be changed almost instantly and those magic and expectation can be kept.


Thanks to digitalization, moments later you get a different view of the same street, and a different color of light.

Besides interacting with passers-by, these are large-scale, monumental structures, much larger than the standard-sized trees we are used to seeing.

The result is crowds of people visiting squares and streets to enjoy these shows.





 The Musical Street Digital Light Tunnel

CHRISTMAS BALLS

As an emblematic design for Christmas, our Christmas balls have a great impact without regards of the composition: just a giant one at a special location, or different Christmas balls in different or equal sizes to play between them.

There is a gigantic walk-through ball for passer-by to interact with, rather than just looking at it from outside.

The interior contains more balls and light decoration, making the visitor even keener to have a look inside.

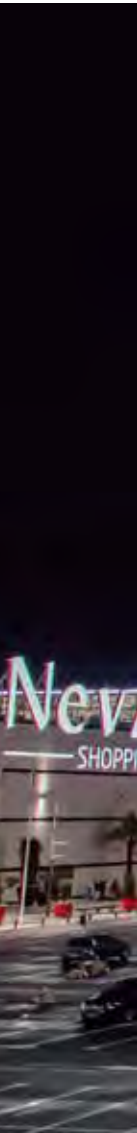
And, as a final touch, a spectacle of light and sound at certain times to create expectation.

Ideal as an attraction for the city.





 The Five Christmas Balls Show



 Ilmex Monumental Christmas Tree



MONUMENTAL TREE


This magnificent tree is truly enormous. A tree that at 56 metres high is the second tallest in the world.

With a simple yet elegant design, simulating snow. Installed at one of the biggest shopping centres in Spain, it has been visited by thousands of people since its opening.

As an extra attraction, a light show has made it a truly unique piece.





 The Magical Cathedral in Larios Street



LIGHT TUNNELS

A light tunnel simulating a night sky filled with stars, in one of the world's most beautiful cities.

It achieves an effect of bathing in light the people passing by on the street, which is filled with visitors at this time of year.

A project that has been so successful that it has been repeated on the same site this year, although we haven't limited ourselves to installing the same lighting. The lighting has been modified by adding a number of musical shows and using smart lighting solutions, to make it even more attractive.

The result has been to fill the street several times a day over the whole Christmas period.









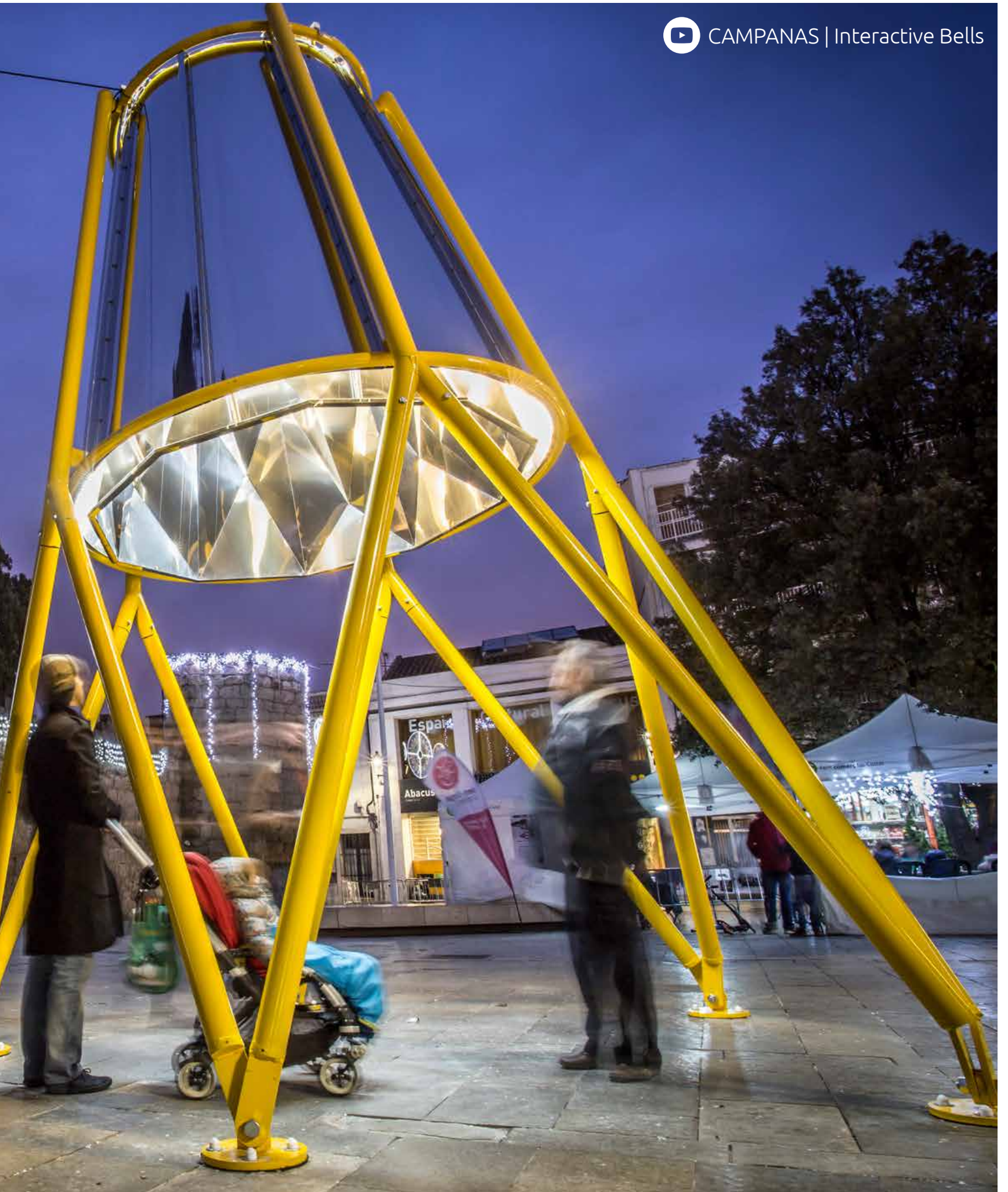
SPECIAL LIGHTS

At ILMÉX, we can make everything real. An example is this modern bell design, far away from any traditional Christmas design.

Specially designed to be an attraction for the city, it has special movement sensors that activate all the lighting system.

A really special solution for an special project.

















LIGHTING PROJECTS

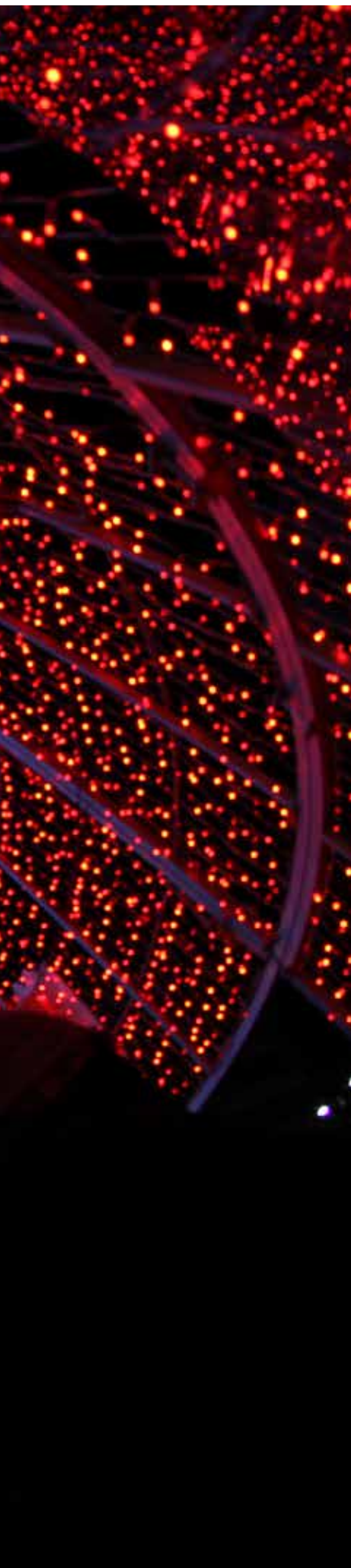










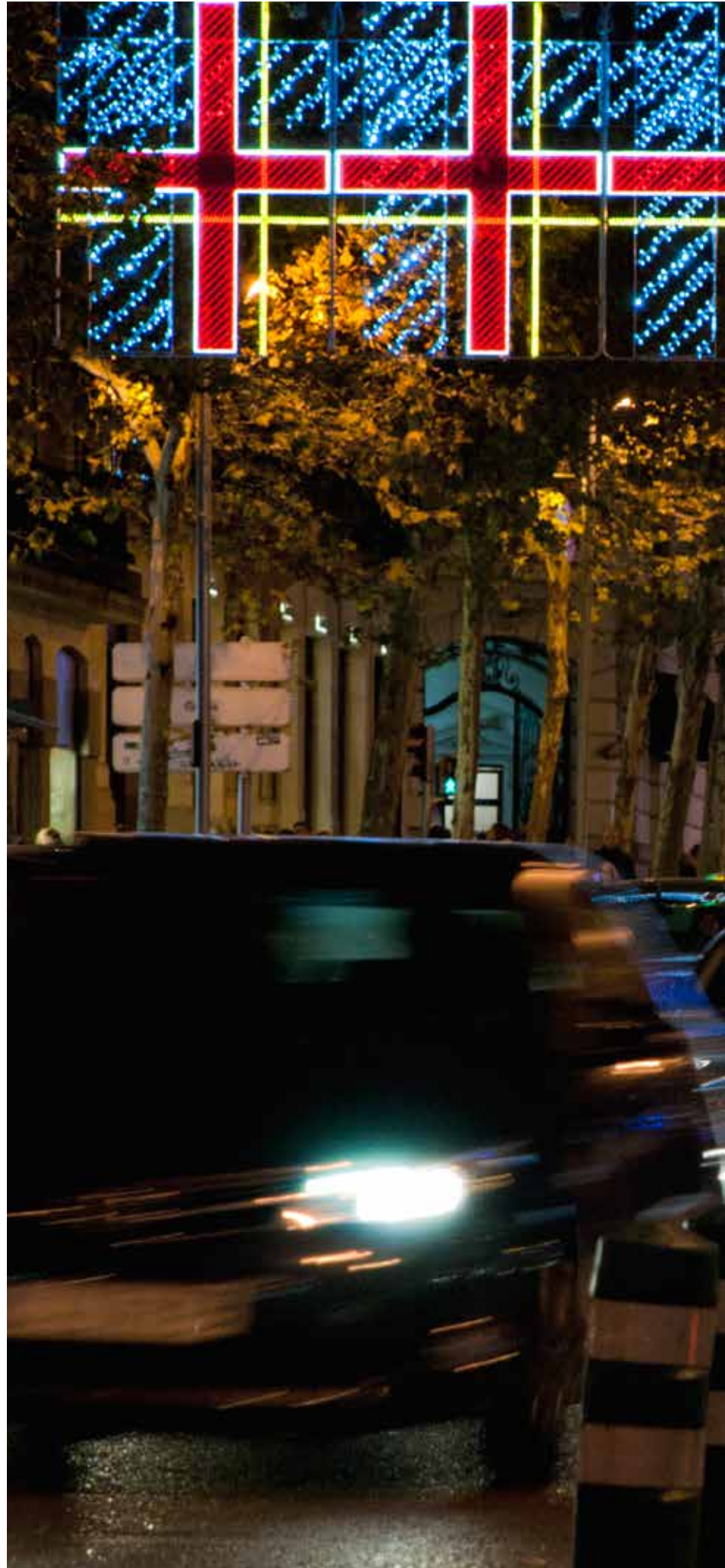










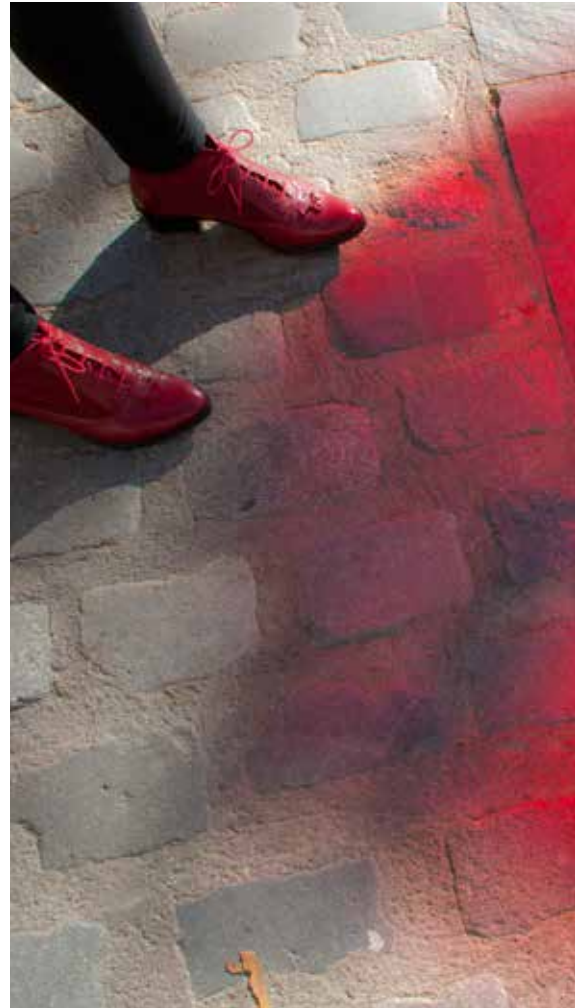






Experience the winter lights | Madrid 2018











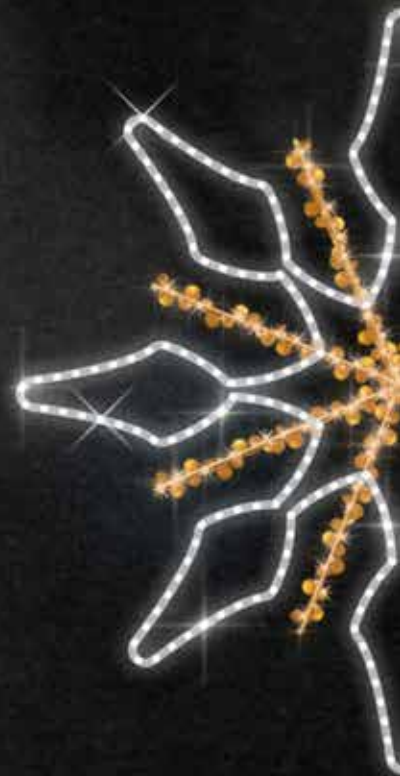
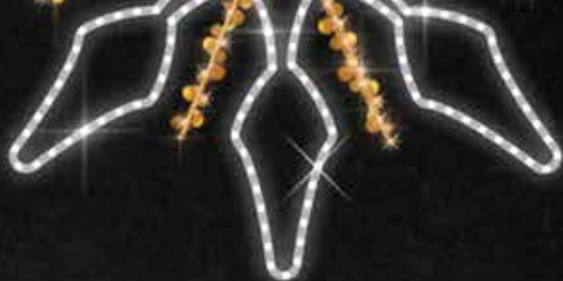












Dance
while the
Snow
goes down





DISTRIBUTION

TRANSFERRING OUR EXPERIENCE TO
DECORATIVE LIGHTING FOR
THE HOME

ILMÉX RETAIL is a division that adds its experience to decorative lighting in optimal formats for the retail, catering and domestic markets.

In 2012 ILMÉX launched its first RETAIL line, transferring our experience to decorative lighting for the home. ILMÉX's know-how is now at the service of major distribution chains that are committed to bring domestic lighting to the fore of the Christmas campaign.





DESIGN AND AND INNOVATION

TECHNICAL DEPARTMENT

ILMÉX's team of professionals enjoy a considerable prestige. A technical department made up of engineers and designers brings each of our projects to reality, shaping and adapting every item according to our clients' decorative needs.

With the presentation of a complete project, including a full report on materials, photomontages, etc., clients are given all the documentation they need to give shape to their idea.

Solid, safe decisions can also then be made about the resulting effects.

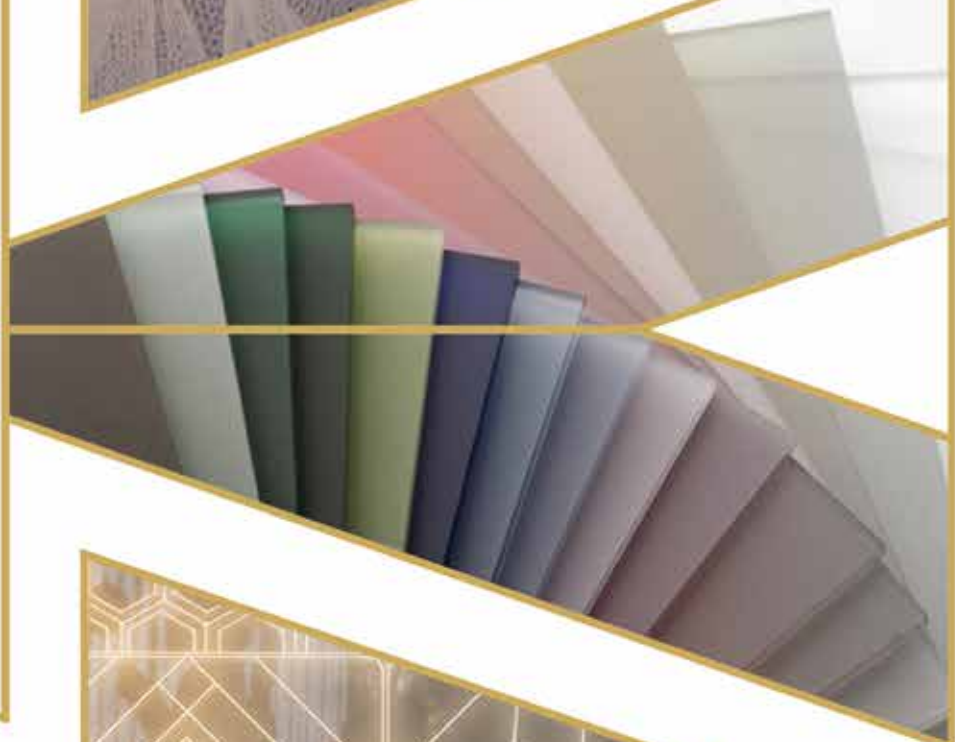
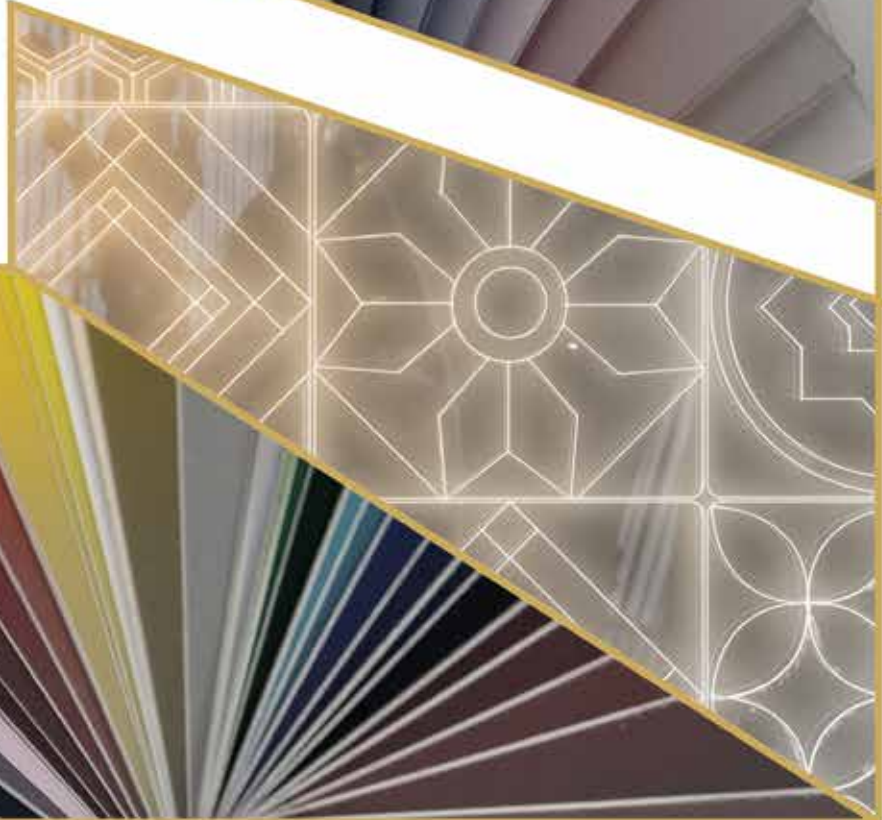
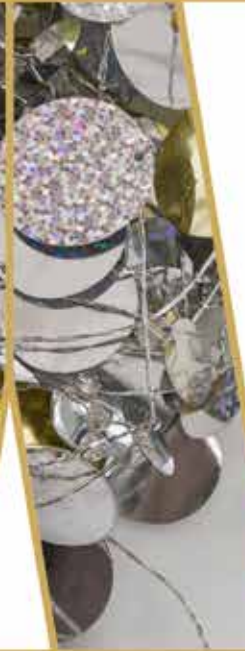


New
MATE



Happy
New
Year

RIALS





Headquaters & Factory

Executive Export Area Manager

Jesús Ximénez

Pol. Ind San Pancraccio- C/ la Alianza 19

14500 Puente Genil (Córdoba) - Spain

Telf: +34 617 408 280

jesus@ilmex.com



Headquaters & Factory

Export Area Manager

Francisco Ximénez

Pol. Ind San Pancraccio- C/ la Alianza 19

14500 Puente Genil (Córdoba) - Spain

Telf: +34 616 647 358

francisco@ilmex.com



France Branch Office

Manager

Fabrice Lecardonnel

14 rue Théodore Botrel

29800 LANDERNEAU

Telf: +33 (0) 684 471 515

france@ilmex.com



Barcelona Branch Office

Manager

Vicenç Caniego / Araceli Artiaga

Pol. Ind La Clota- C/Josep Ros i Ros, 41B-43

08740 Sant Andreu de la Barca (Barcelona)

Telf: +34 936 726 030

catalunya@ximenez.com



Andorra & South of France Branch Office

Manager

Jaume Grau

Pol. Ind La Clota- C/Josep Ros i Ros, 41B-43

08740 Sant Andreu de la Barca (Barcelona)

Telf: +34 638 490 121

jaume@ximenez.com



Headquaters & Factory

Export Area Manager

Fernando Cabrera

Pol. Ind San Pancraci o- C/ la Alianza 19

14500 Puente Genil (Córdoba) - Spain

Telf: +34 616 707 663

export@ilmex.com

Scotland Branch Office

Manager

Ross Syme

Office 14, Business Incubator Kirkcaldy

Myregormie Place

Mitchelston Industrial Estate

Kirkcaldy - Fife

KY1 3NA

Head Office: 01592 328900

Scotland Branch Office

Manager

Aaron Andrews

Office 14, Business Incubator Kirkcaldy

Myregormie Place

Mitchelston Industrial Estate

Kirkcaldy - Fife

KY1 3NA

Head Office: 01592 328900

Norge Branch Office

Manager

Einar Melander

Norwegian Branch Office

Bogstadveien 27 B

0355 Oslo (Norway)

Tel: +47 90 657 957

norway@ilmex.com

Alicante Branch Office

Manager

Alex Shen

Ctra. Nacional Alicante-Valencia (km.88,80)

03550 San Juan (Alicante) Spain

Telf: +34 965 940 950

ashen@ximenez.com



Headquaters & Factory

General Coordination

Cristina Dominguez

Pol. Ind San Pancracio- C/ la Alianza 19

14500 Puente Genil (Córdoba) - Spain

Telf: +34 646 275 085

foreigntrade@ilmex.com



Headquaters & Factory

Retail Manager

Isabel Almeda

Pol. Ind San Pancracio- C/ la Alianza 19

14500 Puente Genil (Córdoba) - Spain

Telf: +34 674 284 682

foreigntrade2@ilmex.com



Headquaters & Factory

Western Spain Manager


Manuel Álvarez

Pol. Ind San Pancracio- C/ la Alianza 19

14500 Puente Genil (Córdoba) - Spain

Telf: +34 606 858 314

comercial@ilmex.com



IF YOU
CAN DREAM
OF IT... WE CAN
MAKE IT REAL



ALL RIGHTS RESERVED

All designs included in this catalogue are protected by industrial property rights.

This catalogue is not a contractual agreement. Product dimensions and other technical data provided are offered for your reference, and are subject to modifications due to technical reason or to printing mistakes. Total or partial copy of the content of this publication is forbidden without specific written consent by ILMÉX.S.A.

Copy: (c) Copyright. Bajo depósito notarial del Notario de Andalucía D. Emilio García Peña, bajo su número de protocolo 17/2017.



www.ilmex.com