



ILMEX  
Illumination.  
**Magazine**  
VOL.6 by Ximénez Group



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A decorative wreath is centered on a dark, textured background. The wreath features a variety of white flowers, including a large rose, several lilies, and smaller blossoms. A monarch butterfly is perched on the left side. The wreath is accented with gold geometric lines forming a hexagonal shape. The text "Making History" is written in a gold, cursive font across the center of the wreath.

*Making History*



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*Season*

*Let your  
Imagination  
Soar*





*An idea is born*





# 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.









*Work, effort, and self-improvement*





# 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!







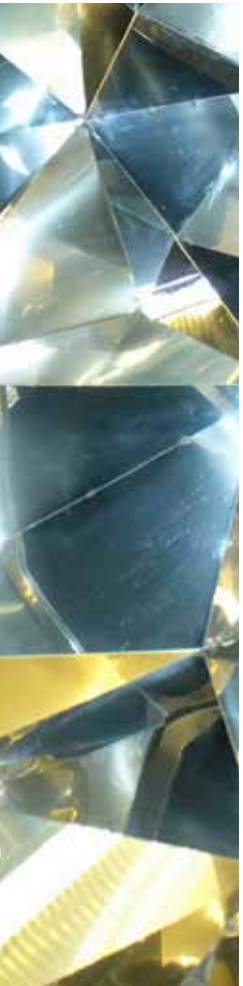


# Investment



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.





# *Innovation and design*





CHRISTMASWORLD '17



CHRISTMASWORLD '18



CHRISTMASWORLD '16



CHRISTMASWORLD '15



CHRISTMASWORLD '13



*Special Events*

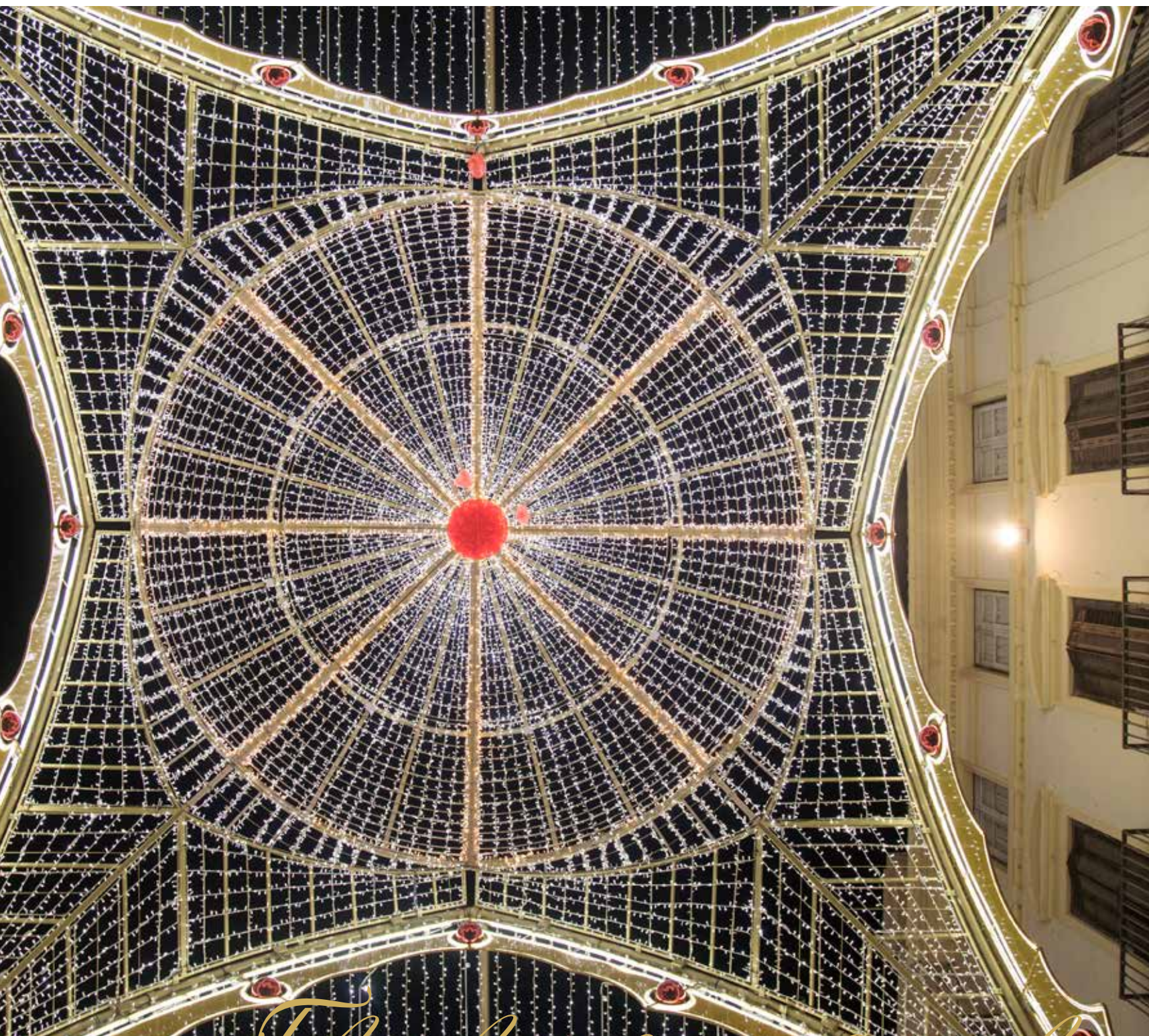
# *Fairs*

## *Global Network*

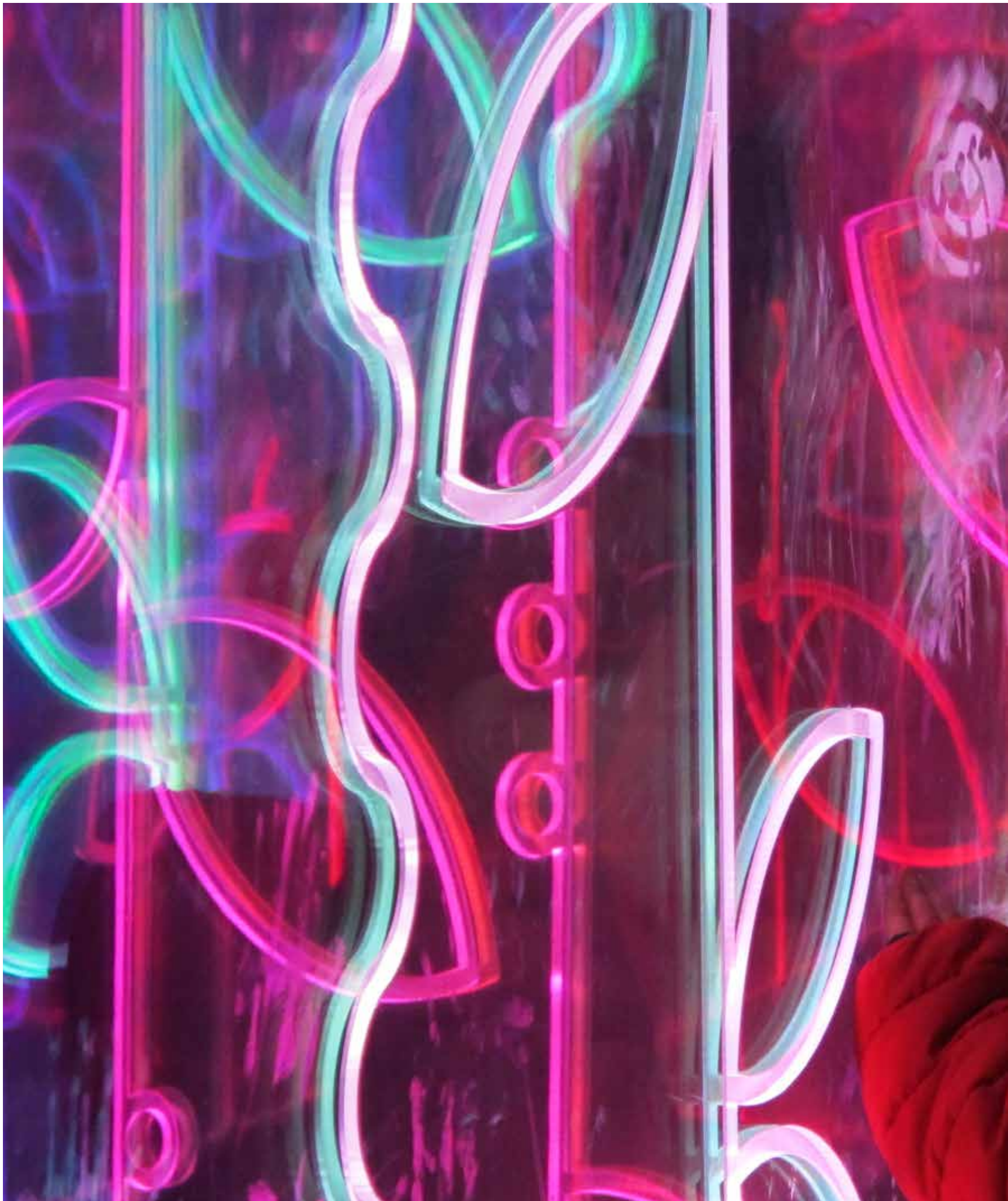
ILMEX's goal consists of exporting the exclusivity concept that comes from its decorative lighting projects, which really makes difference in comparison to the rest of companies belonging to the same field.

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





*The best materials*







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.

*Made in Spain*



*High quality finishing*



# Quality

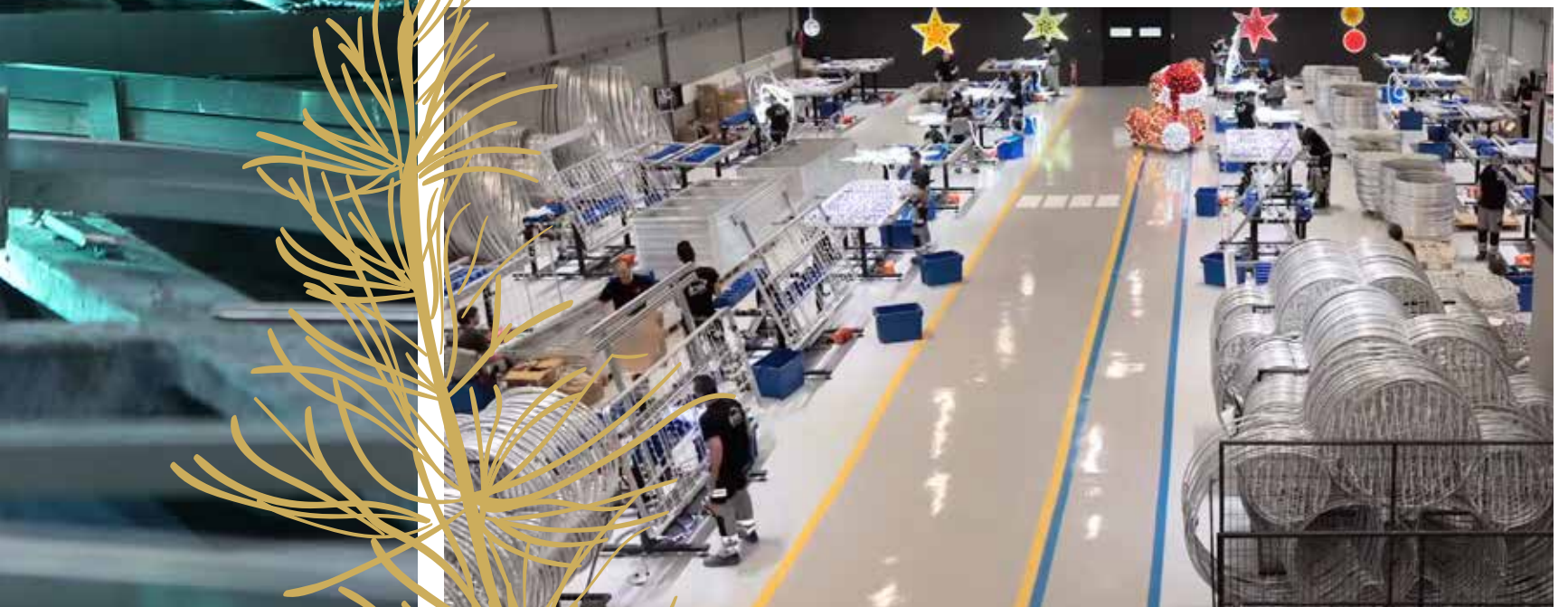
Quality is ILMEX's watchword at every stage of what we do: raw material, storage, manufacture, distribution, document-handling and environmental management.

From a management viewpoint, ILMEX 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.









*Years of experience*

# Displays

These are just some of the firms that know work with ILMEX to decorate their Christmas and other seasonal window displays. ILMEX 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.

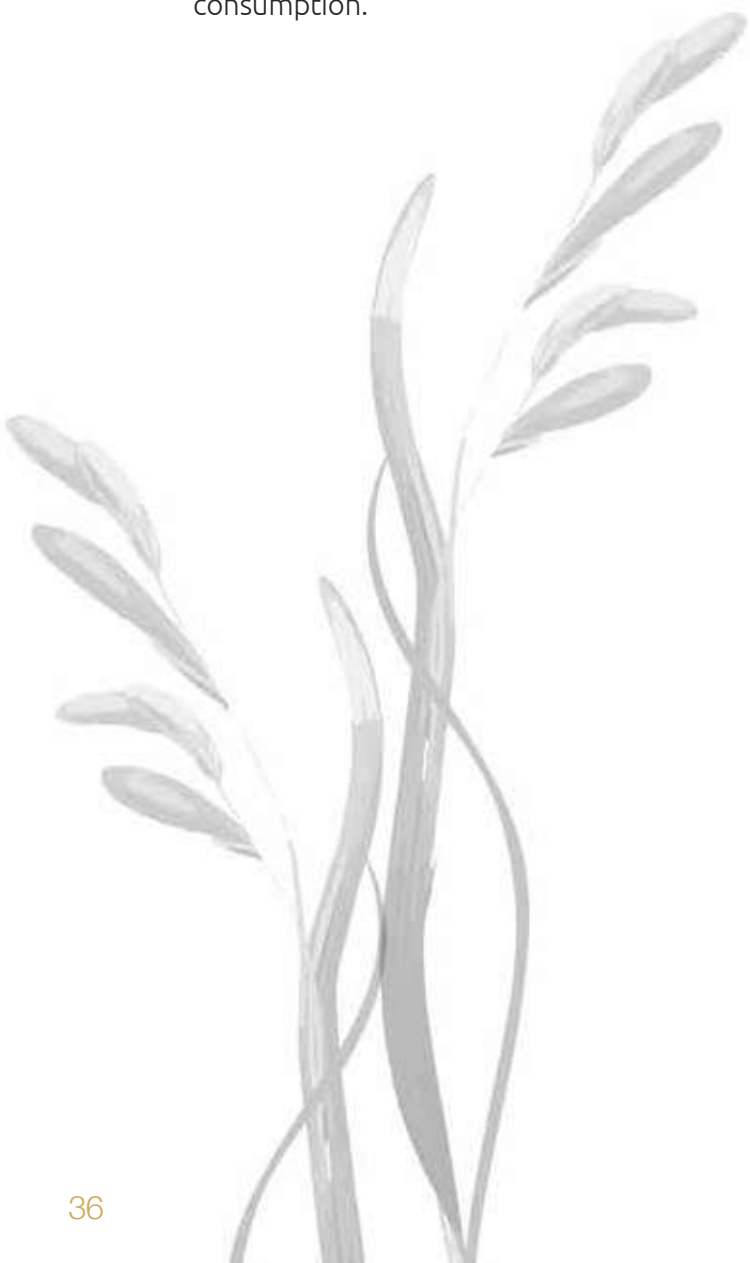
The lighting merges with the environment to give the space a unique, exclusive feel.

And we continue to progress.



# Shopping Centres

ILMEX 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.











# 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

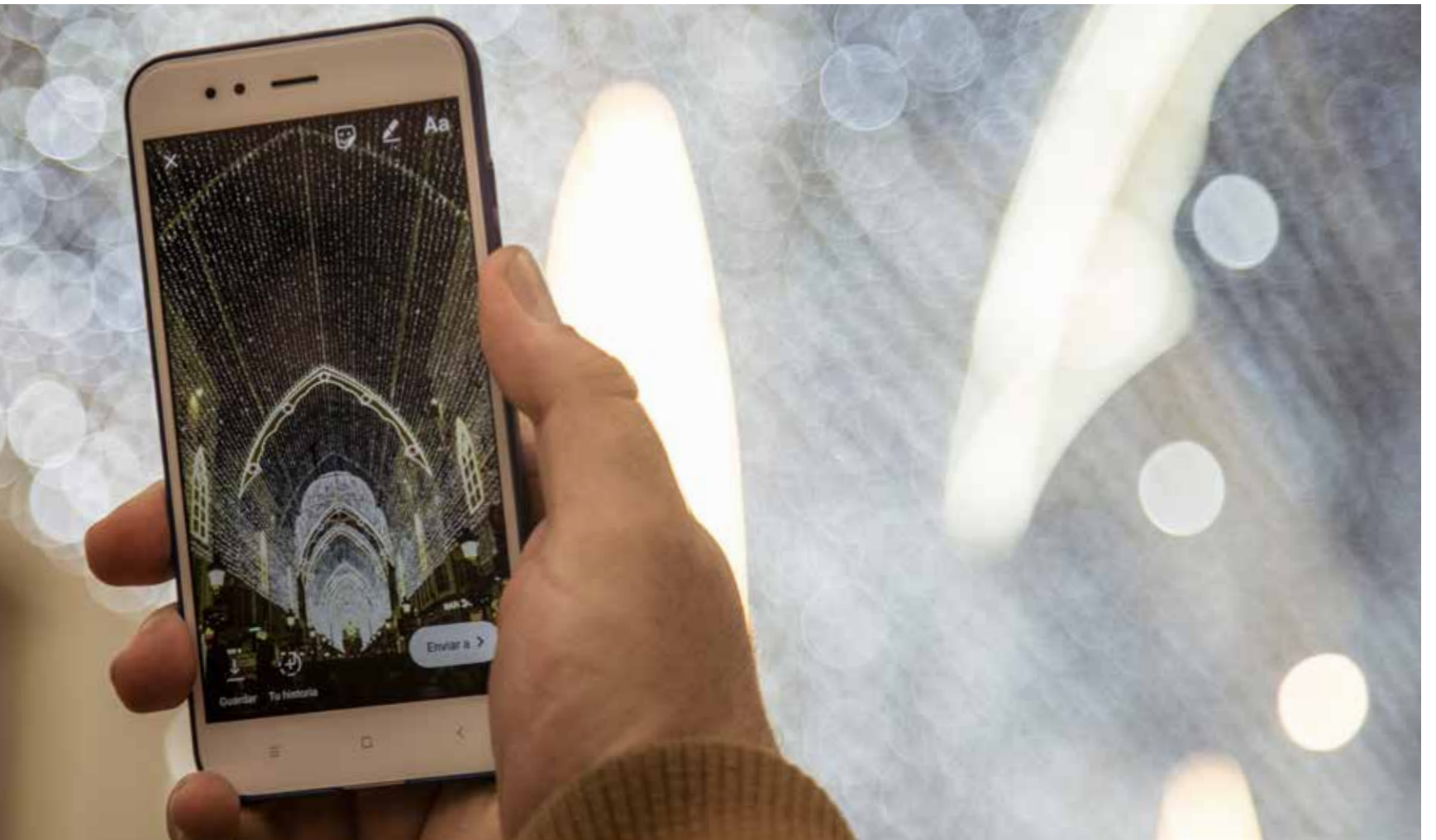
Create engagement

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.





# Fashion Week

Juana Martin is a famous Spanish fashion designer and we had the honour to work together for 2018 Mercedes-Benz Madrid Fashion Week.

She was in charge of creating a collection that dressed models in brightness, colour and art.

Ilmex filled catwalk with light by means of a light show beating at the rhythm of models' steps.





 There's



 Light

in the

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# *Special Projects*



# Light Shows

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.



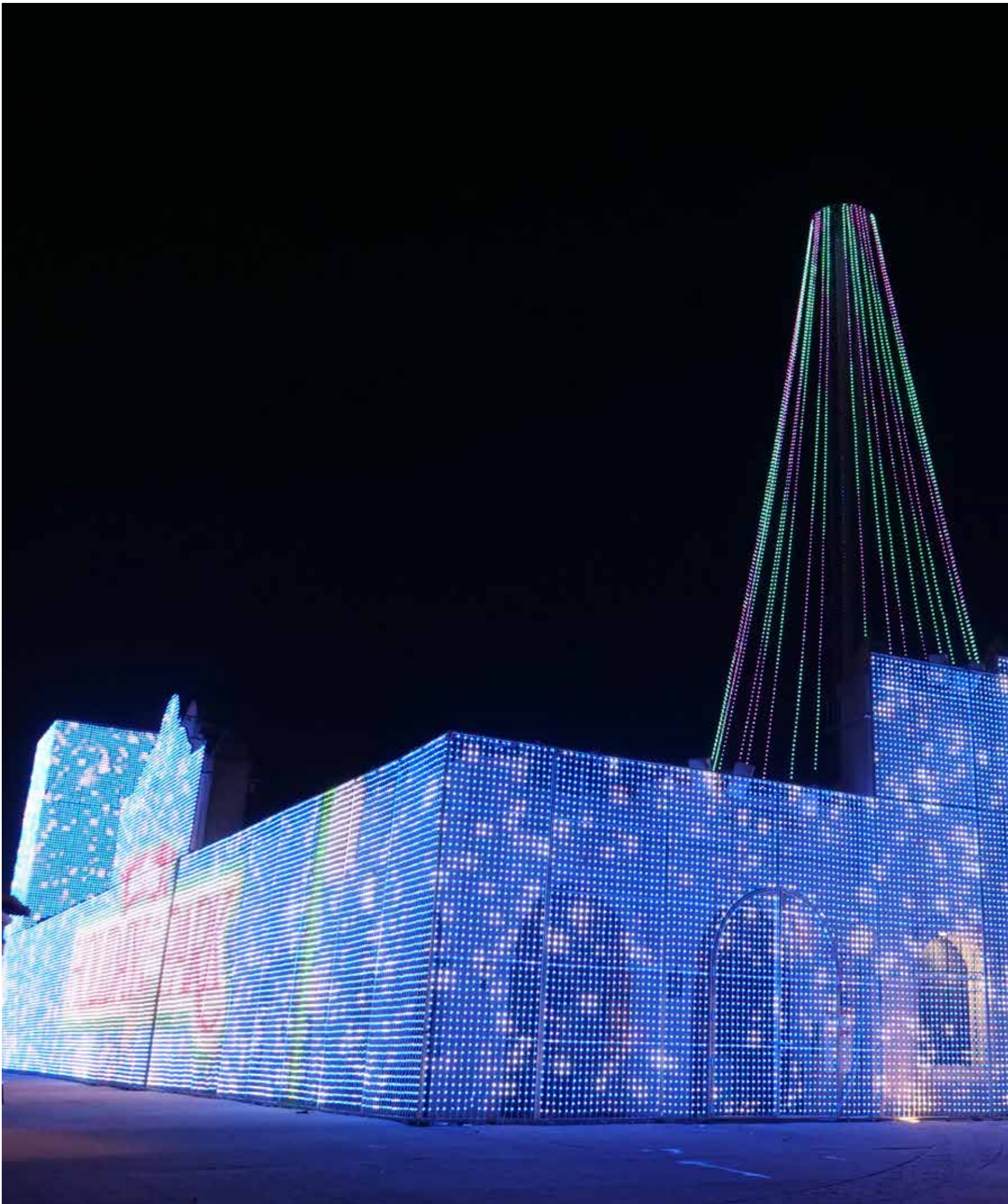














# Architecture



We realise customised projects for each building so that light and architecture melts together, enriching building's architecture and making it star each event.

Ilmex goes beyond a simple musical show and turns a full surface into a giant screen.

As a result, ILMEX has managed to create a series of projects dressed in light with a unique personality for each of them.





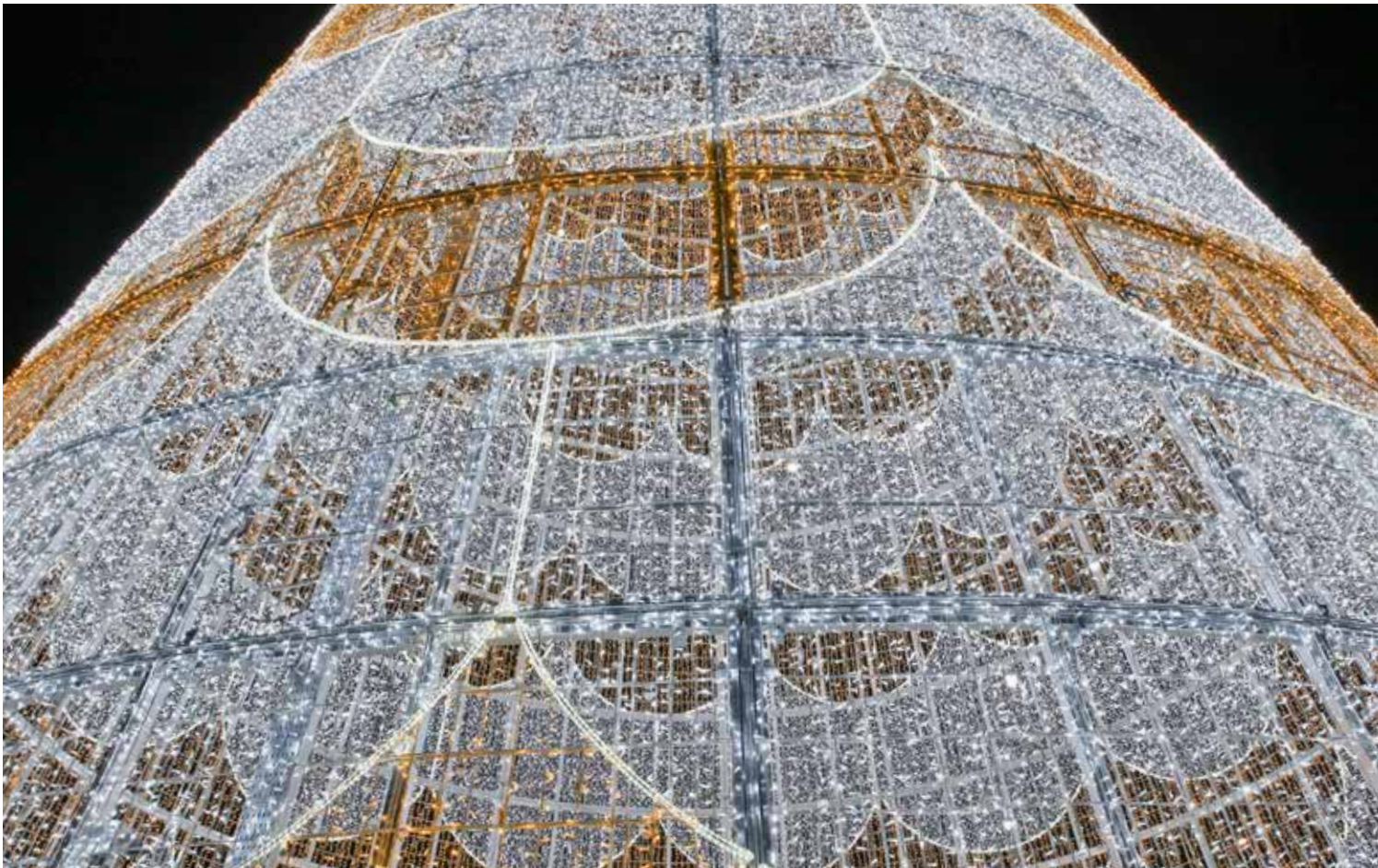


# Monumental Tree

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.









# *Special Lights*

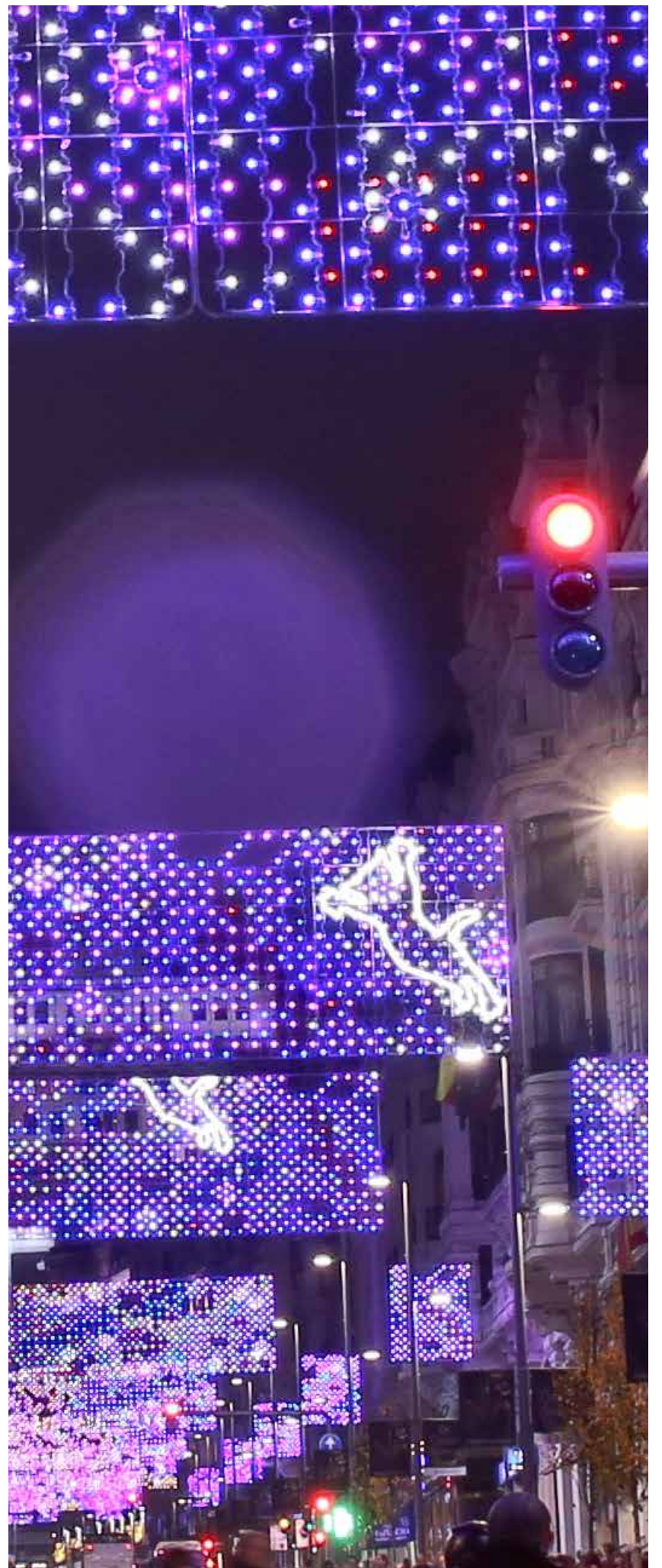
Cities have their own essence, architecture. Their bystanders make them unique. We perfectly know that, that is the reason why we study it and create something exclusive for each location.

Our target is to achieve a customised decoration for a sole experience: a comprehensive project containing all necessary items to make a city shine, designed under a certain concept combining standing, column motifs and lighting shows located in specific areas.



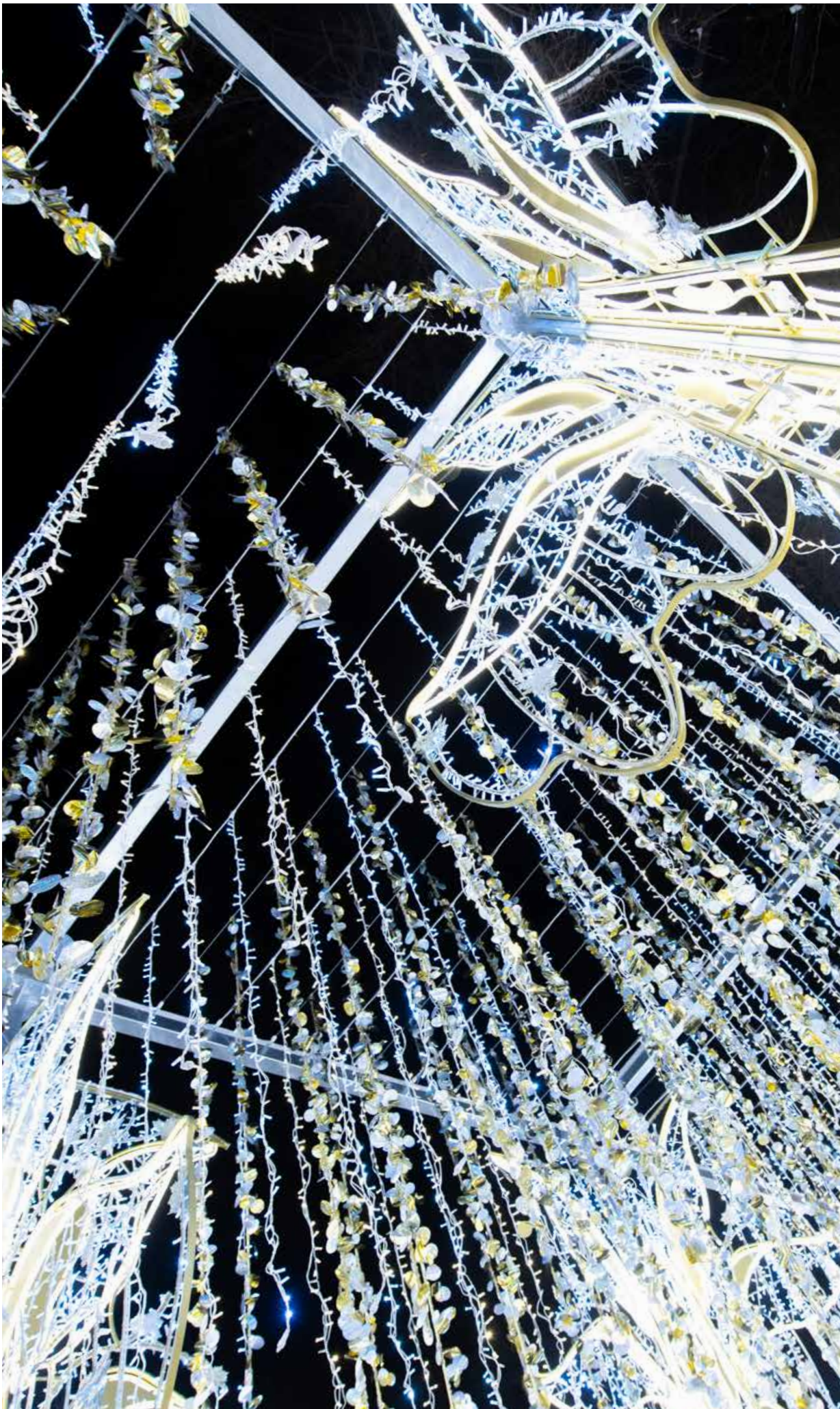










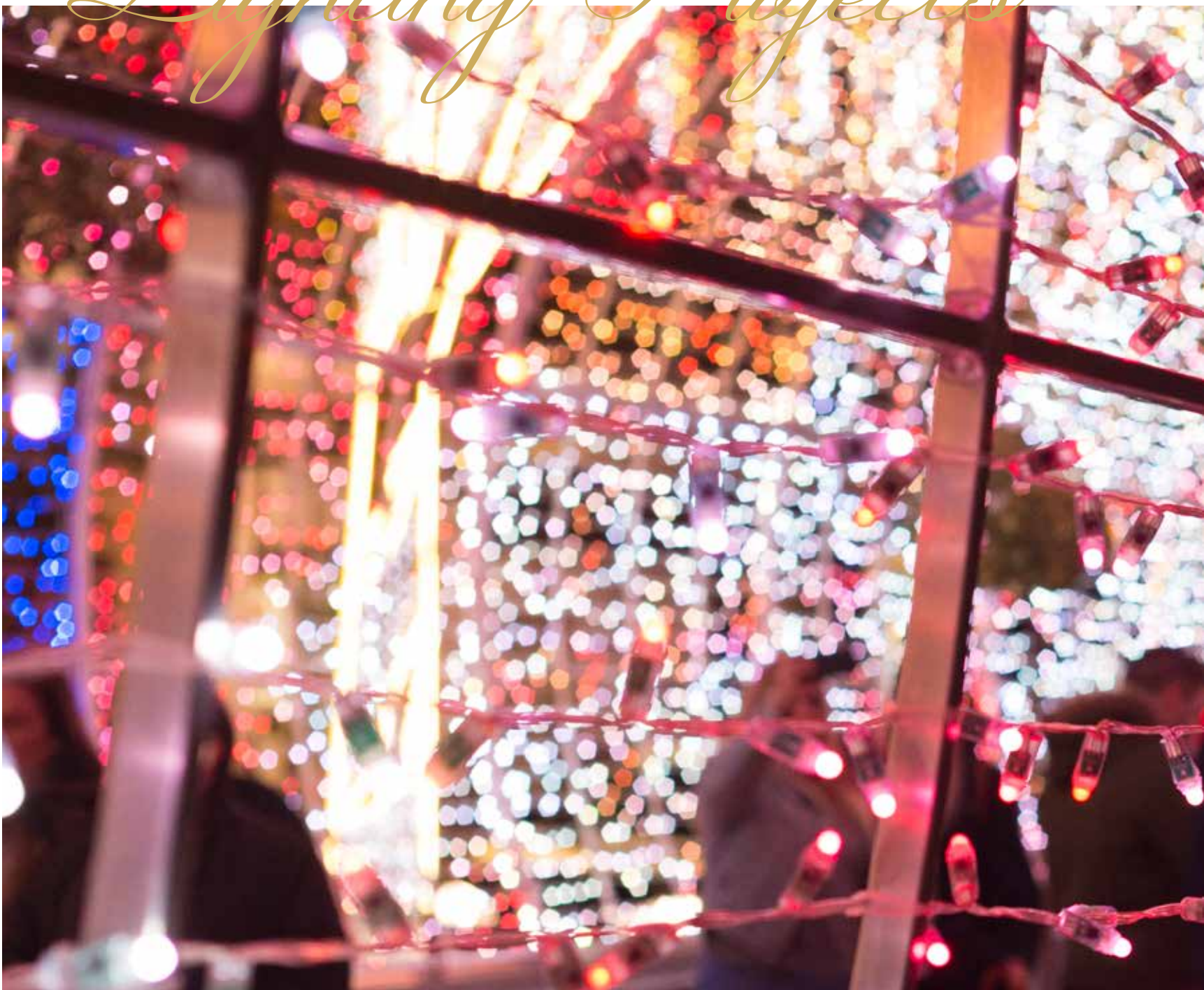




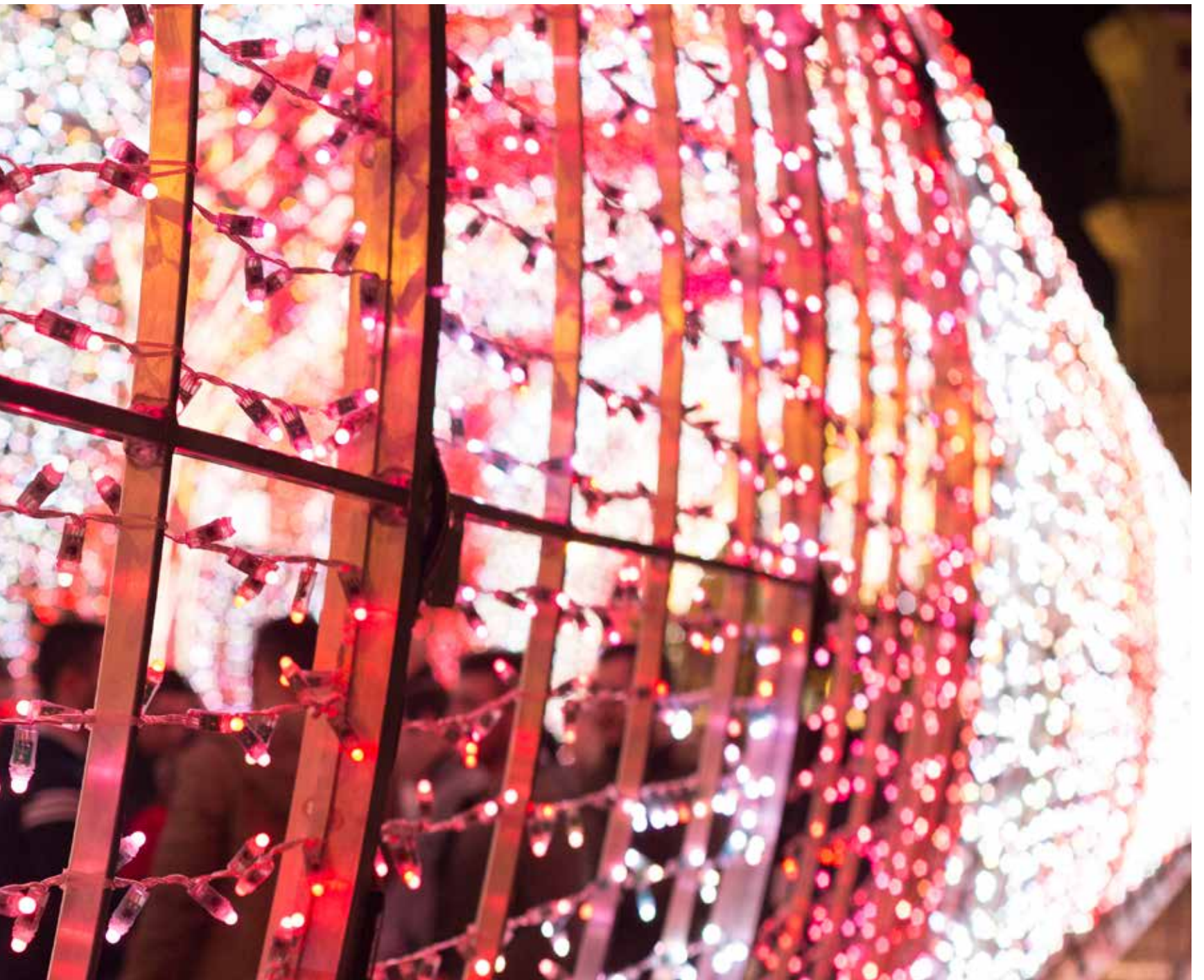




# *Lighting Projects*







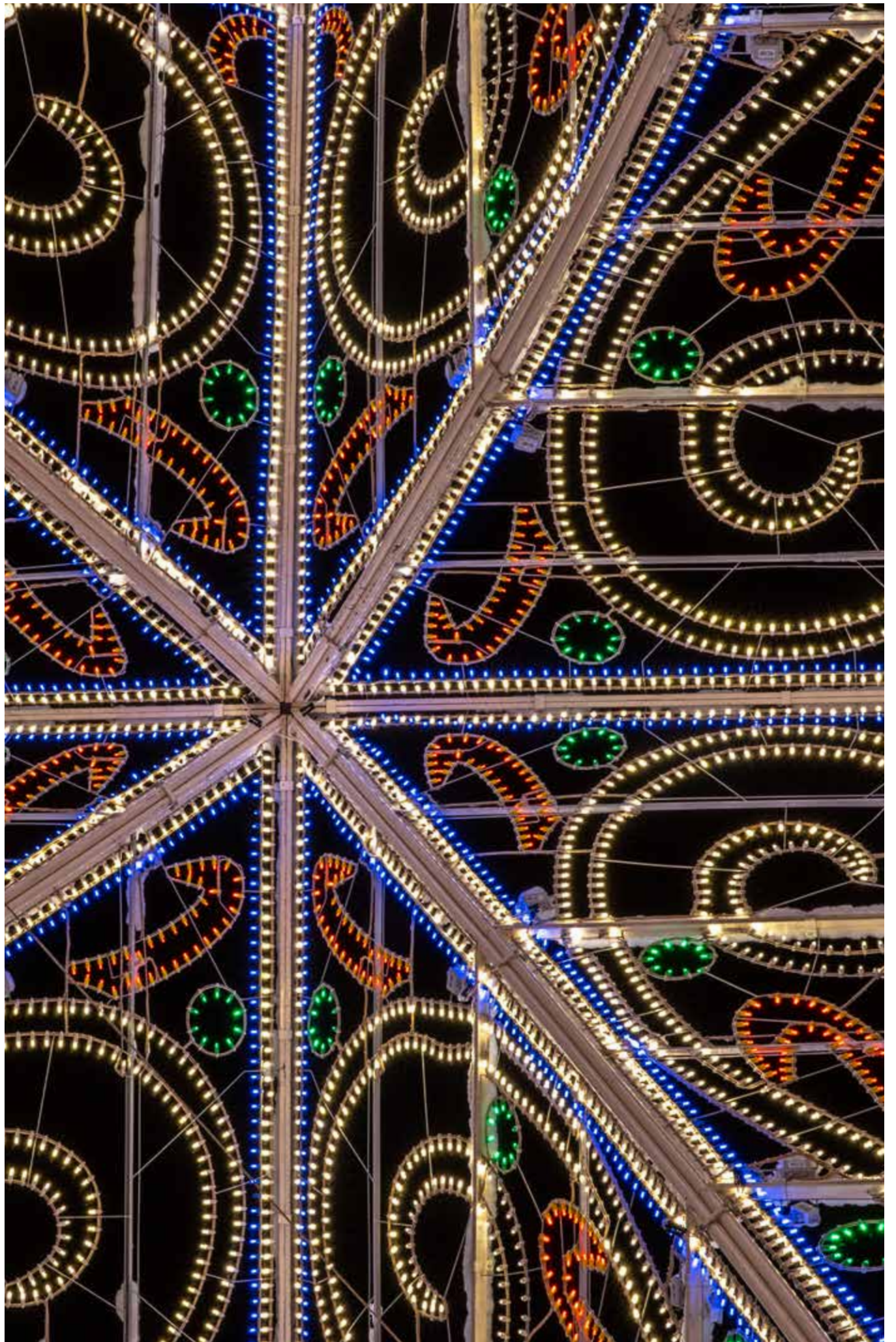








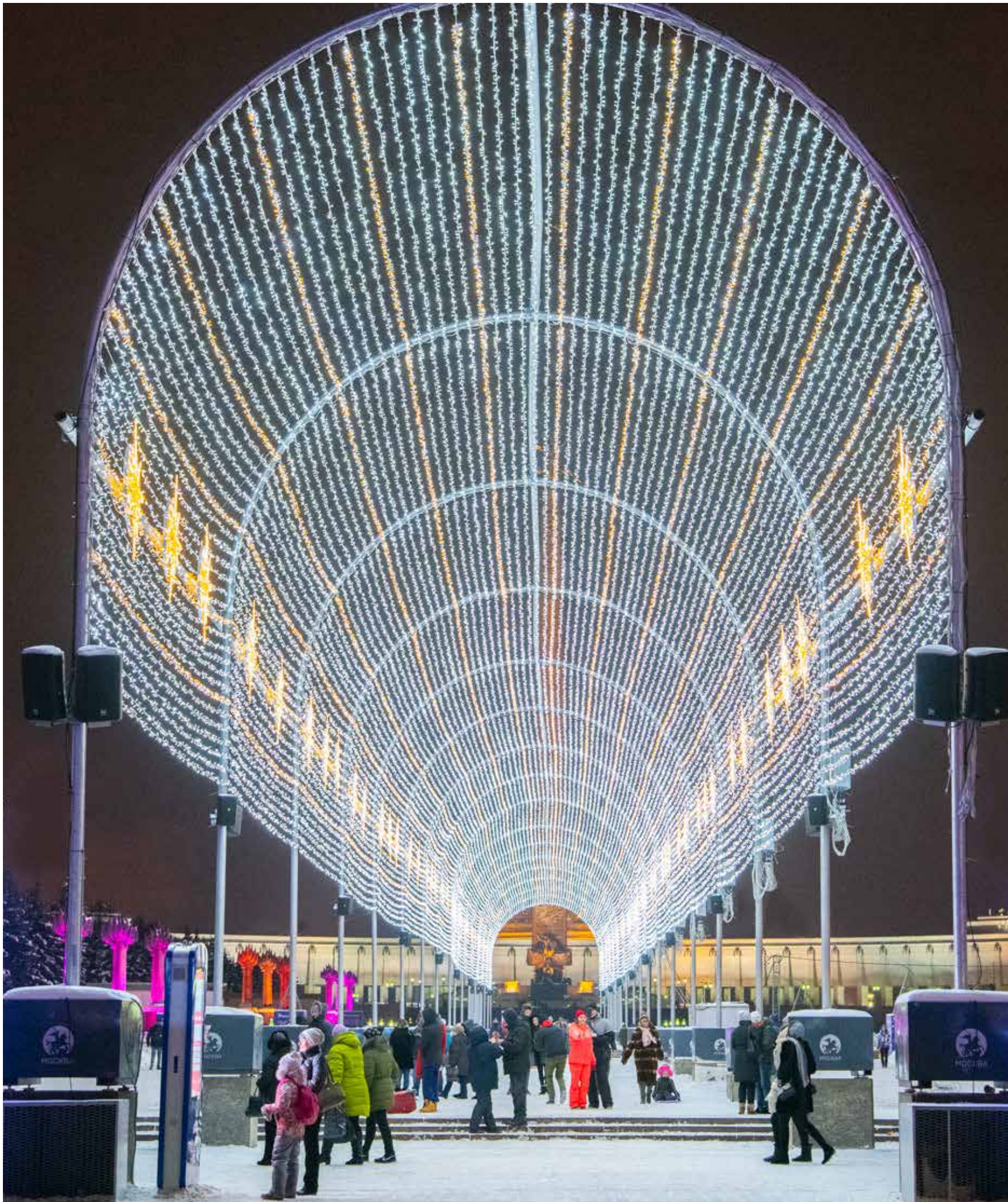




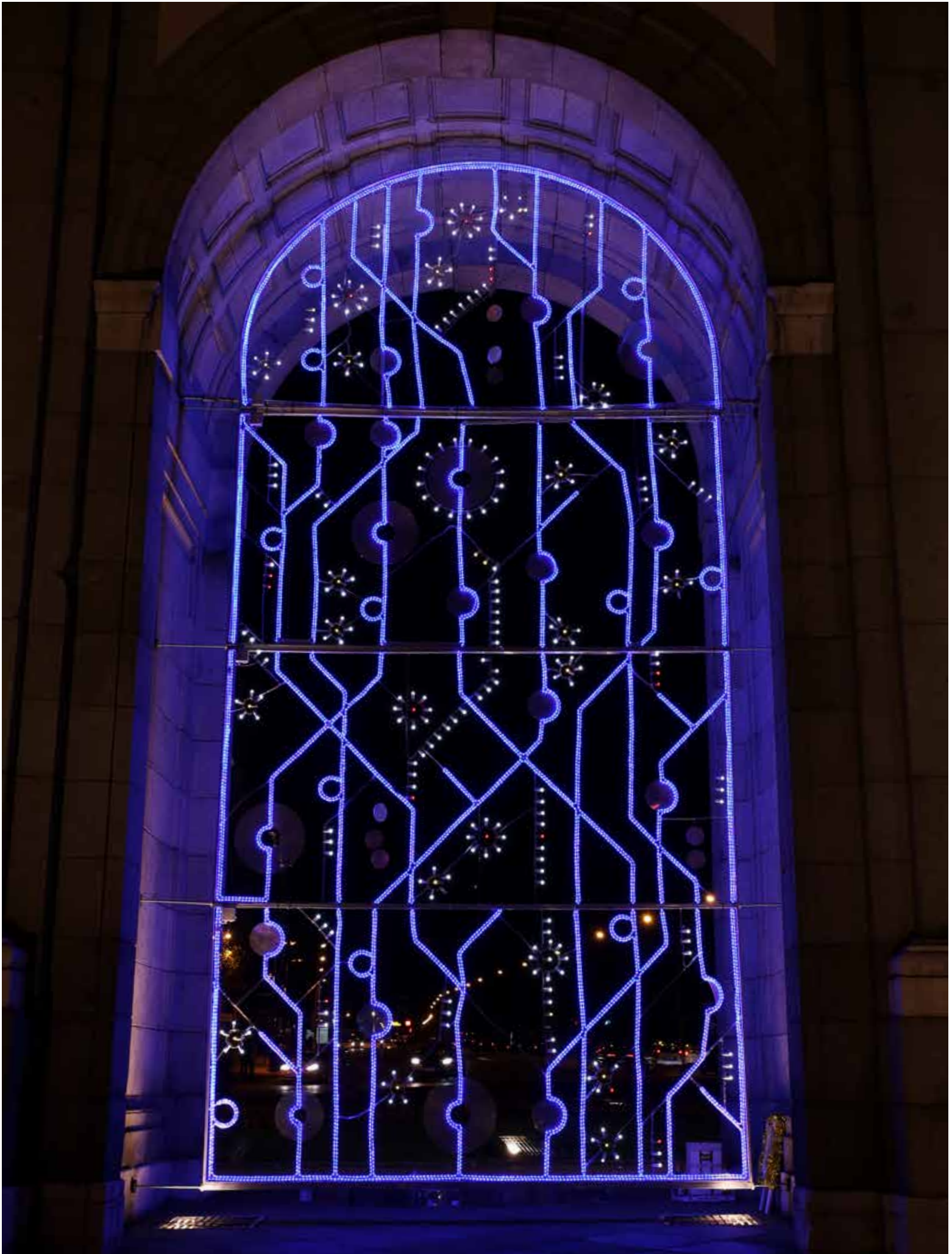












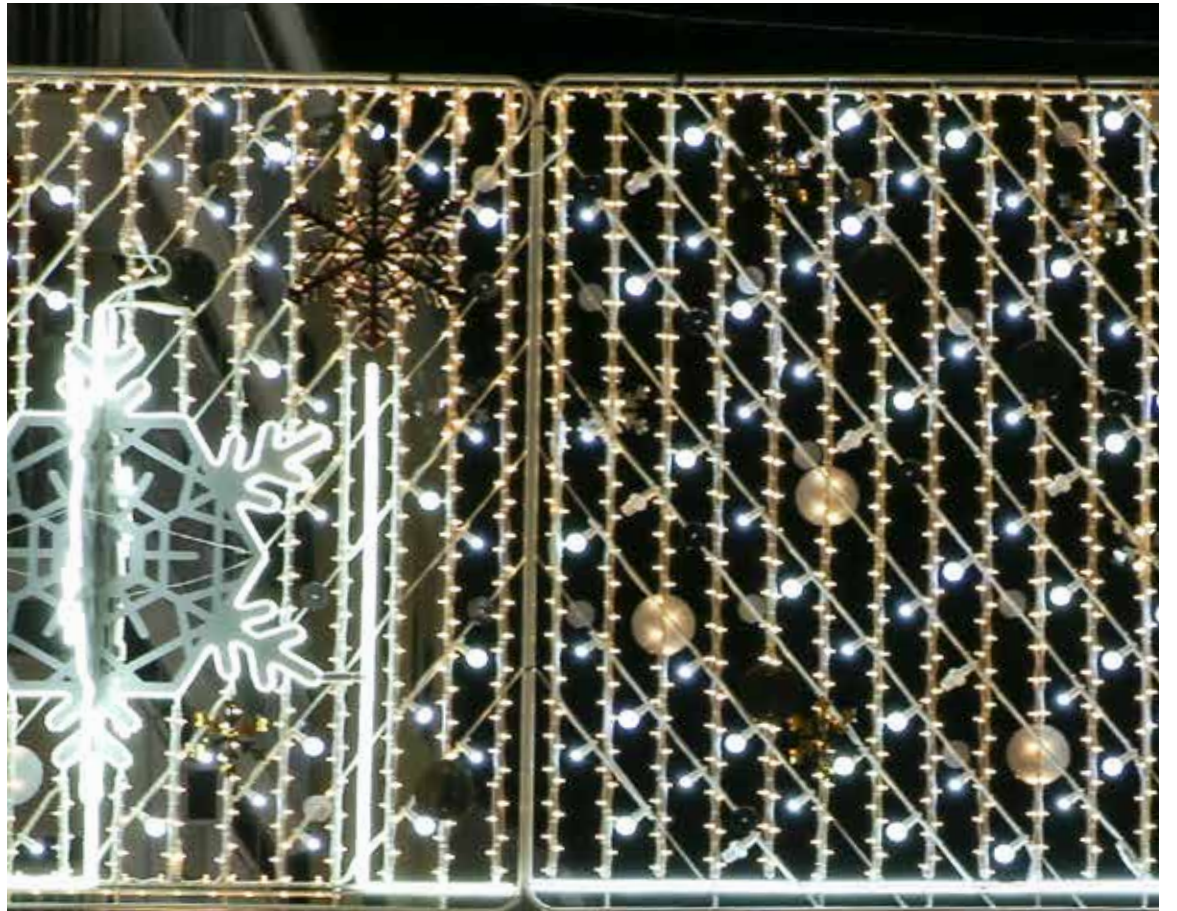






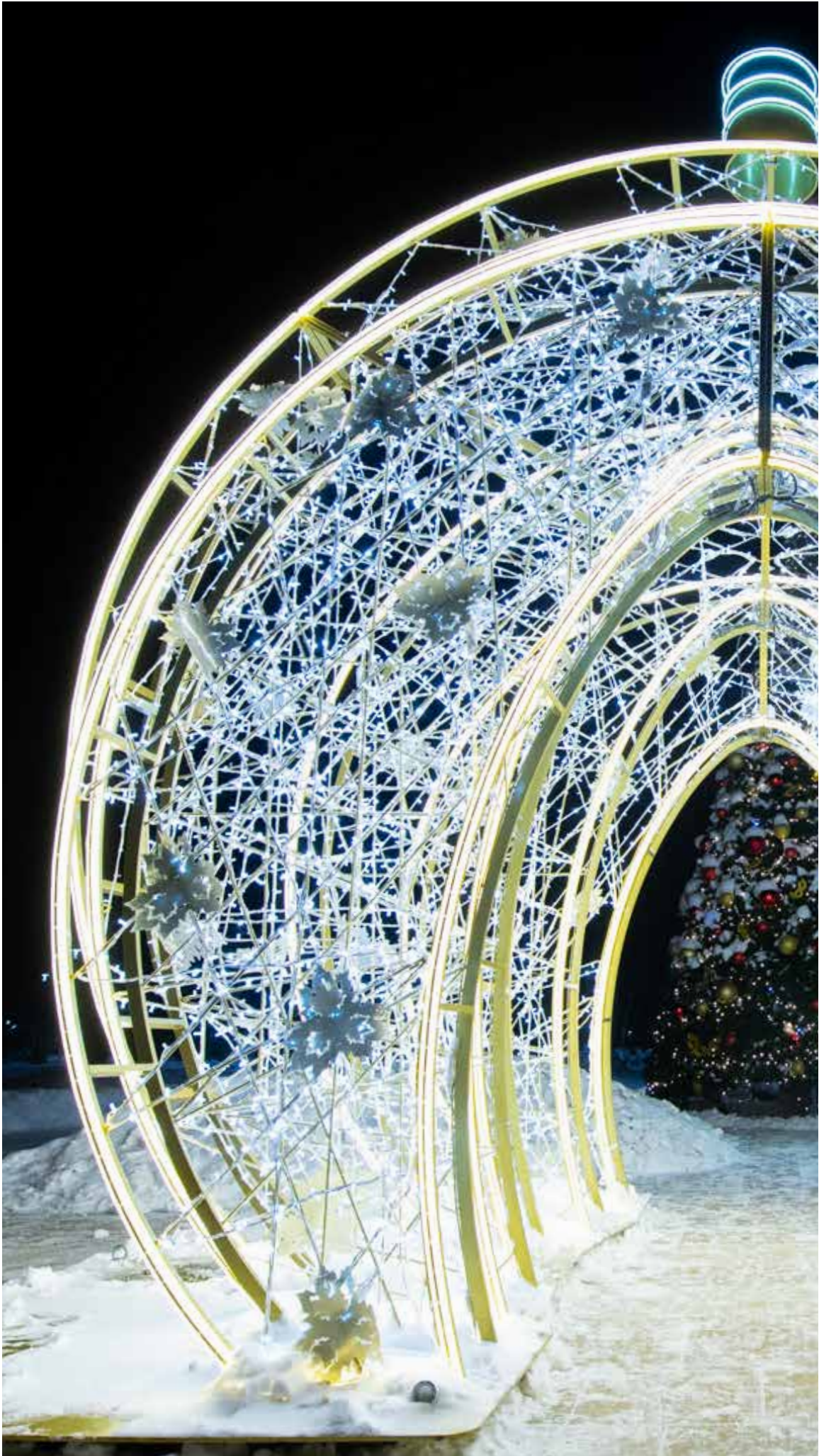








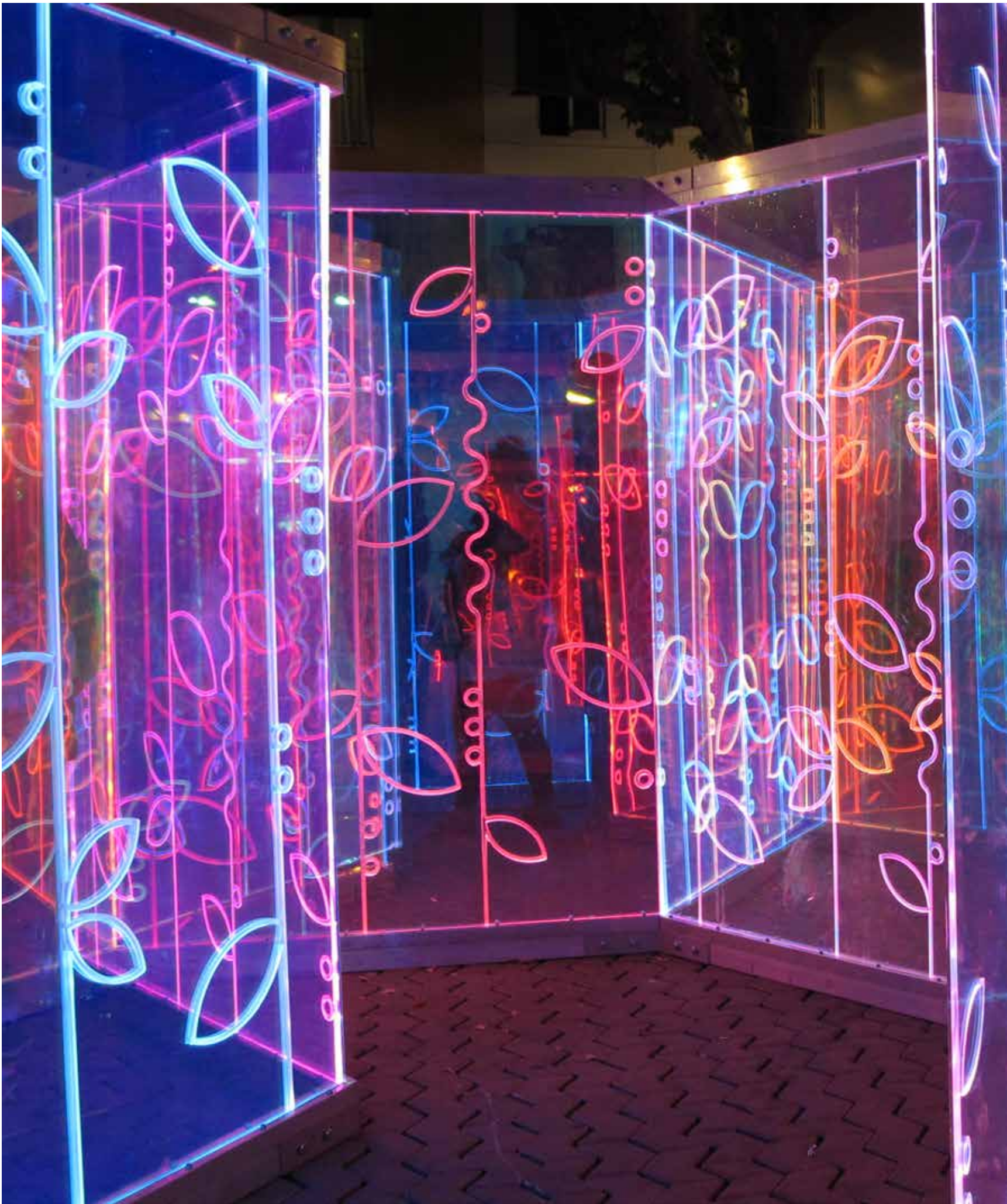




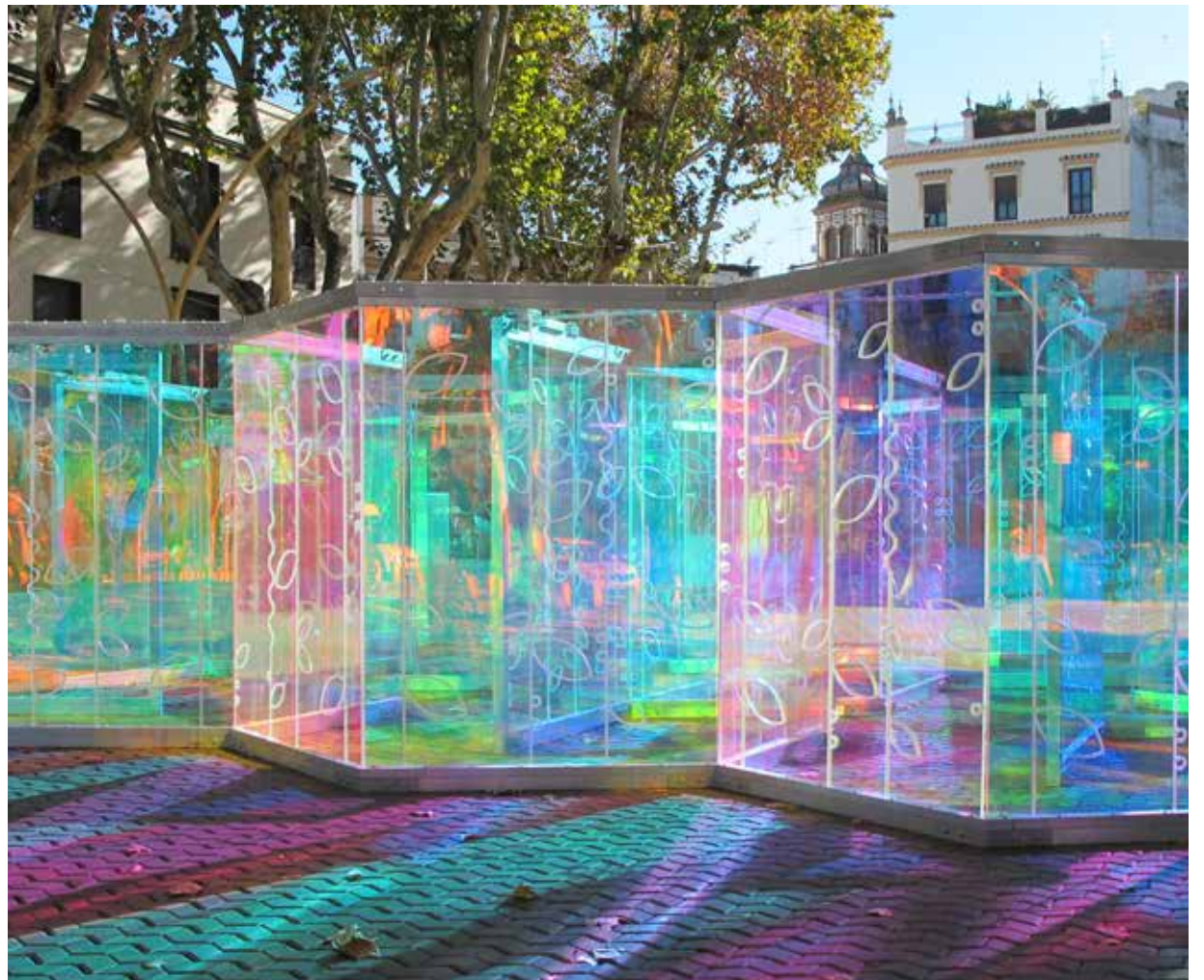



































*What*  
*if all your*  
*Dreams*





*came true*

# Distribution

*Transferring our experience to decorative lighting for the home*

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

In 2012 ILMEX launched its first RETAIL line, transferring our experience to decorative lighting for the home. ILMEX'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 & Innovation*

## *Technical Department*

ILMEX'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.





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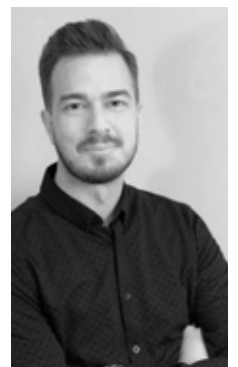
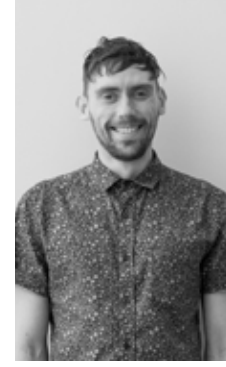
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