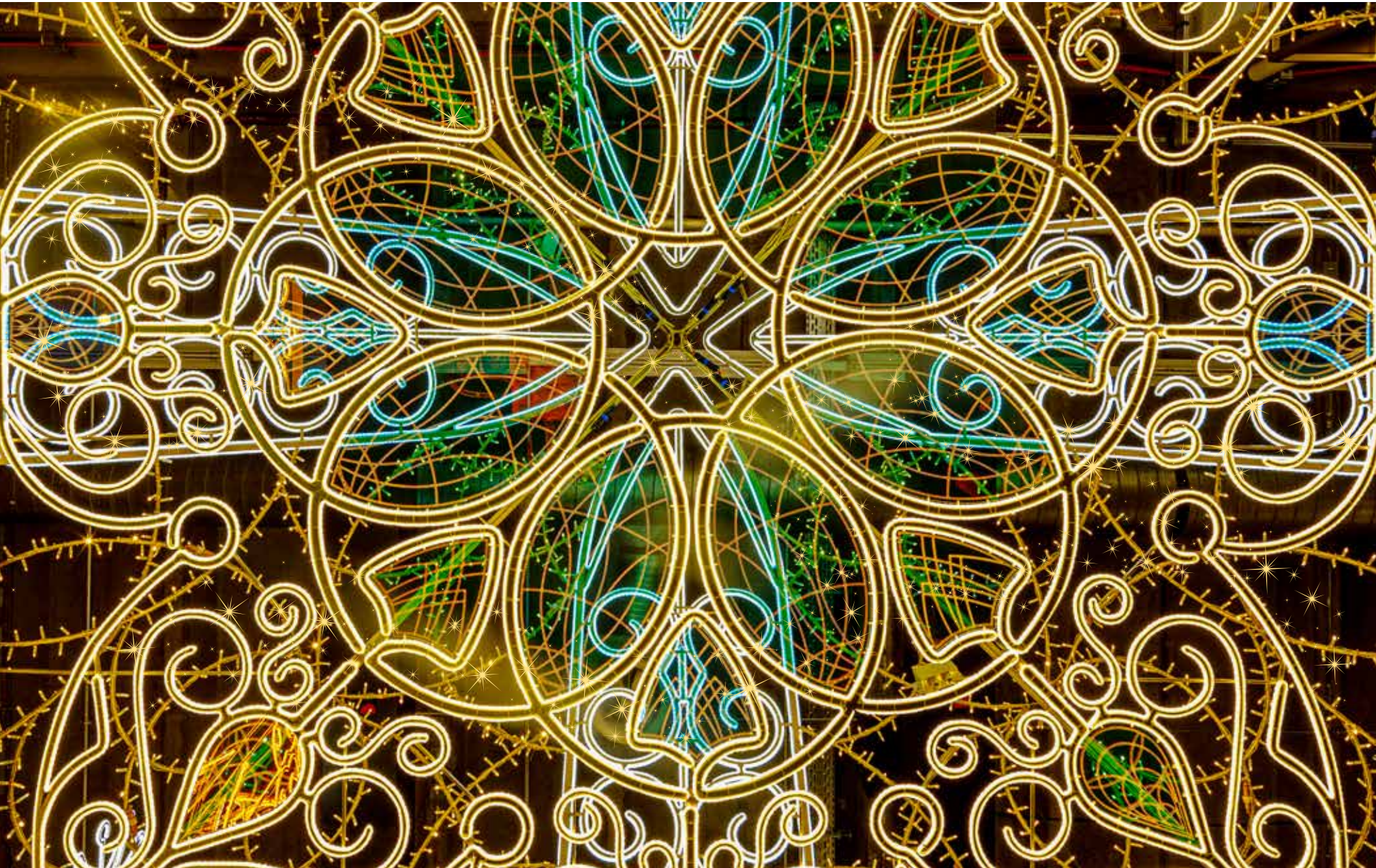


Magazine

Ilmex
By Ximenez group

Vol. 8

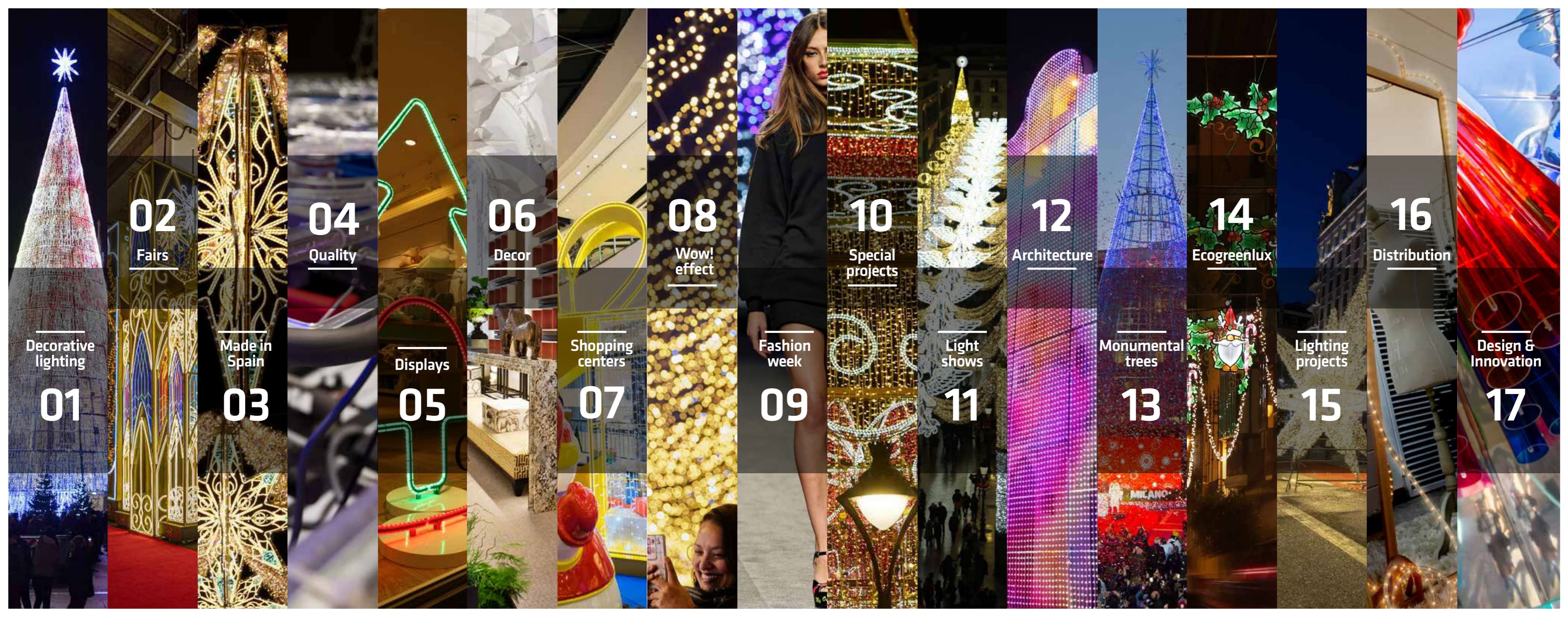


Ma ga zine

Welcome to the place where stories become light.
We transform spaces and moments through creative,
innovative and interactive lighting to add an unique
value to your actions.

ilmex
by Ximenez GROUP

The light
experience



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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: to foster local urban, social and economic development considering the environmental impact and energy consumption.

As one of the city’s main attractions, festive lighting incentives retail sales, catering and tourism and, as a result, increases local incomes and jobs.

Likewise, illumination encourages people to feel part of their cities, embracing their celebrations and centuries-old traditions.





City branding

Boost your visibility

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 to be a valuable resource 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 by Ximenez Group 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 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.



Fairs



Christmasworld' 17



Christmasworld' 18



Christmasworld' 19

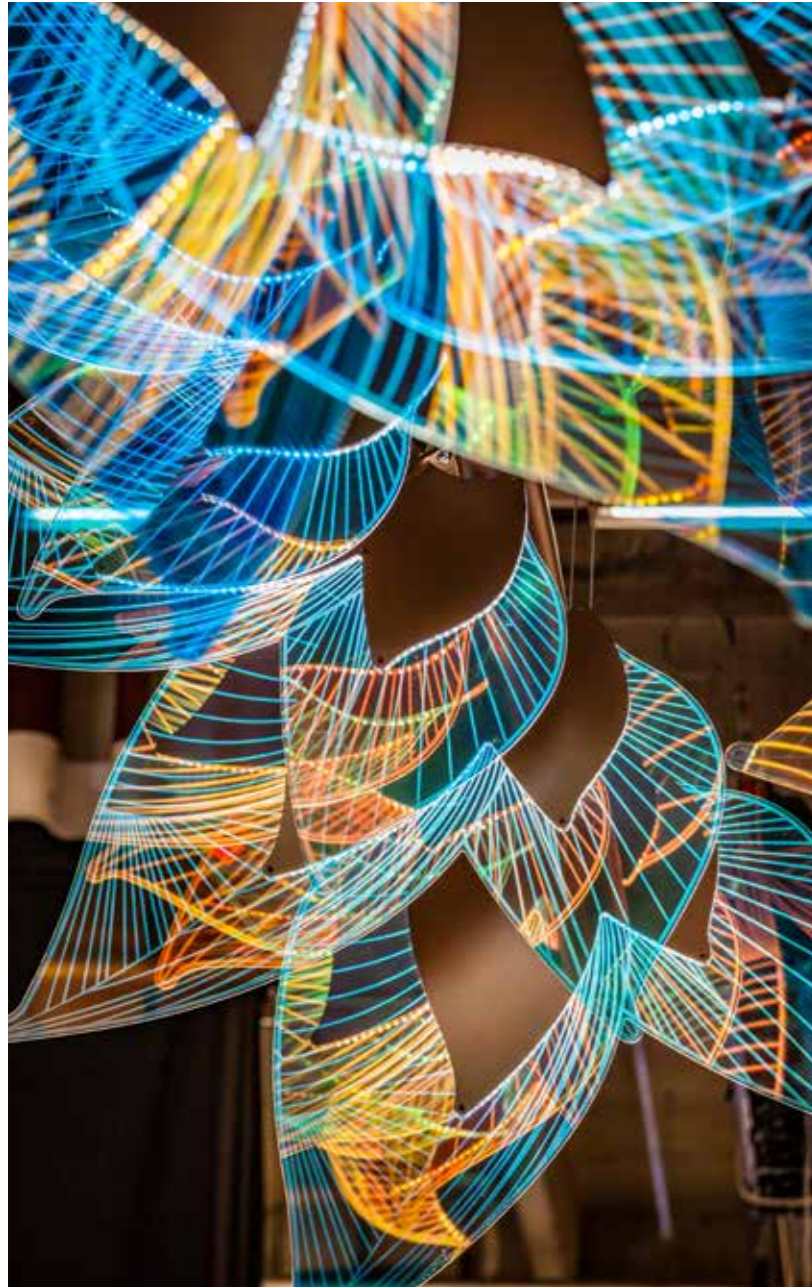


Christmasworld' 20

Global network

ILMEX's goal consists of exporting the exclusivity concept that comes from its decorative lighting projects, which really makes the difference in the sector.

Aware of the influence it has on the market, ilmex is present in main international fairs in Madrid (Matelec), Frankfurt (Christmasworld), Lyon (LumiVille) or Düsseldorf (Euroshop), among others.



Made in Spain

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 unforeseen circumstances to be dealt with without compromising the delivery dates.

From the employment point of view, ILMEX creates job positions in Spain, so the company's progress and growth has a social and economic knock-on effect on the local community and the country as a whole. In manufacturing alone, for example, more than 100 direct jobs have been created.

Within the economic policy, besides the job-related aspects mentioned, the centralising, warehousing, production and showrooms in Spain contribute to boost local related services and indirect activities (catering, property, consumables, etc.).





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 system follow an exhaustive control procedure to guarantee the best production process and the functionality and safety of each piece. 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.

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





Displays

Inditex or Desigual are just some of the firms that work with ILMEX to decorate their Christmas and their window displays in other seasons. ILMEX creates designs 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. Since some years ago, we apply our experience in lighting to develop a cutting-edge, high-quality decoration.

Personalized cabinets with dazzling mirrored backgrounds with their own light are one of our latest projects in this field.

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



Shopping centers

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.

Our decorative lighting is a new street marketing tool: make your project catch people's eyes to create engagement and go viral on social media.

Regardless of whether we talk about hotels, restaurants, shopping centers, open spaces, historic buildings, or even leisure parks, 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.





Special projects

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Light shows

In cities around the world there's always a lot of expectation wondering 'how festive lights will look this year'.

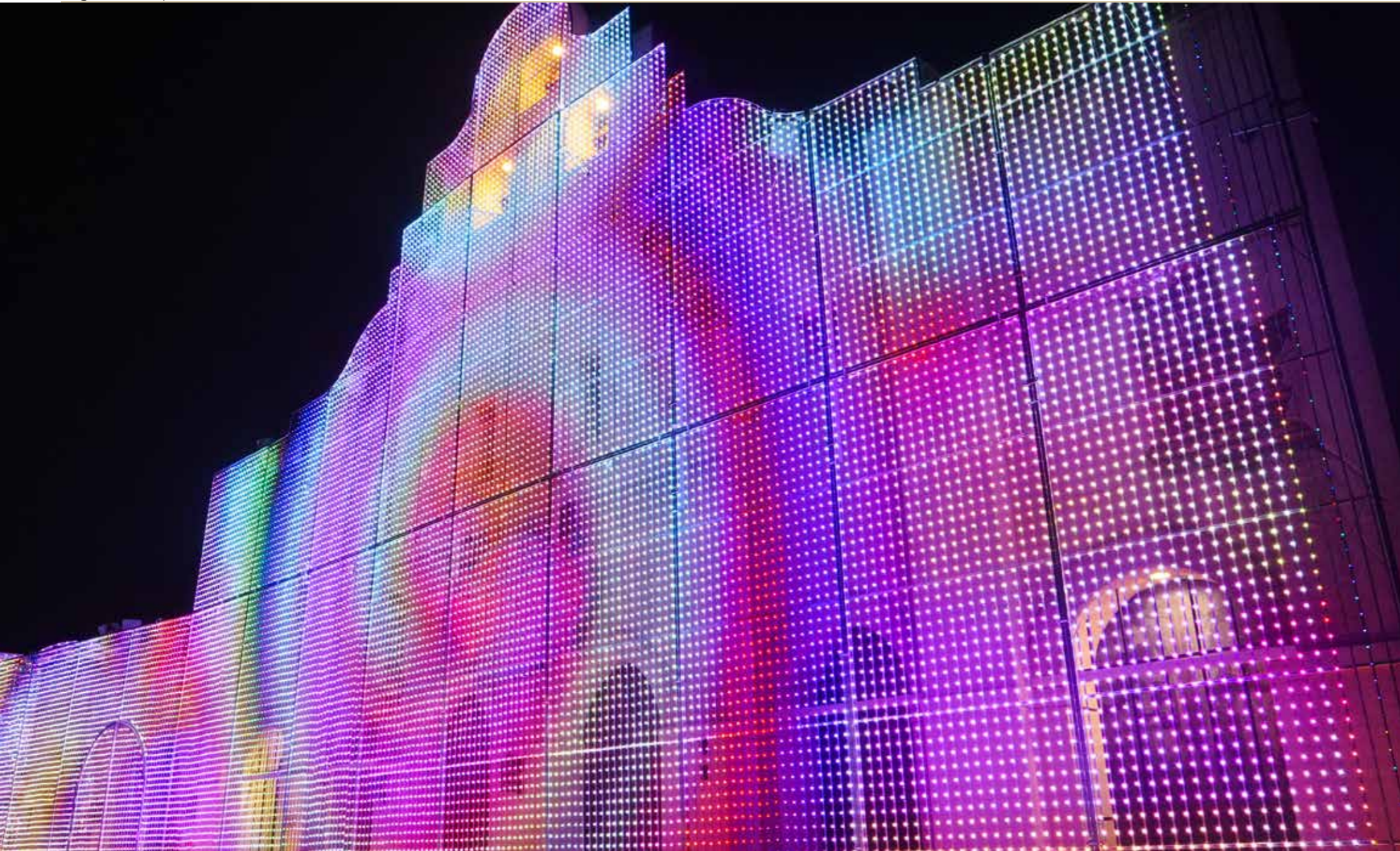
By means of the ILMEX's latest technology, the effect can be changed almost instantly and those magic and expectation can be kept.

Thanks to digitalization, moments later we 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.



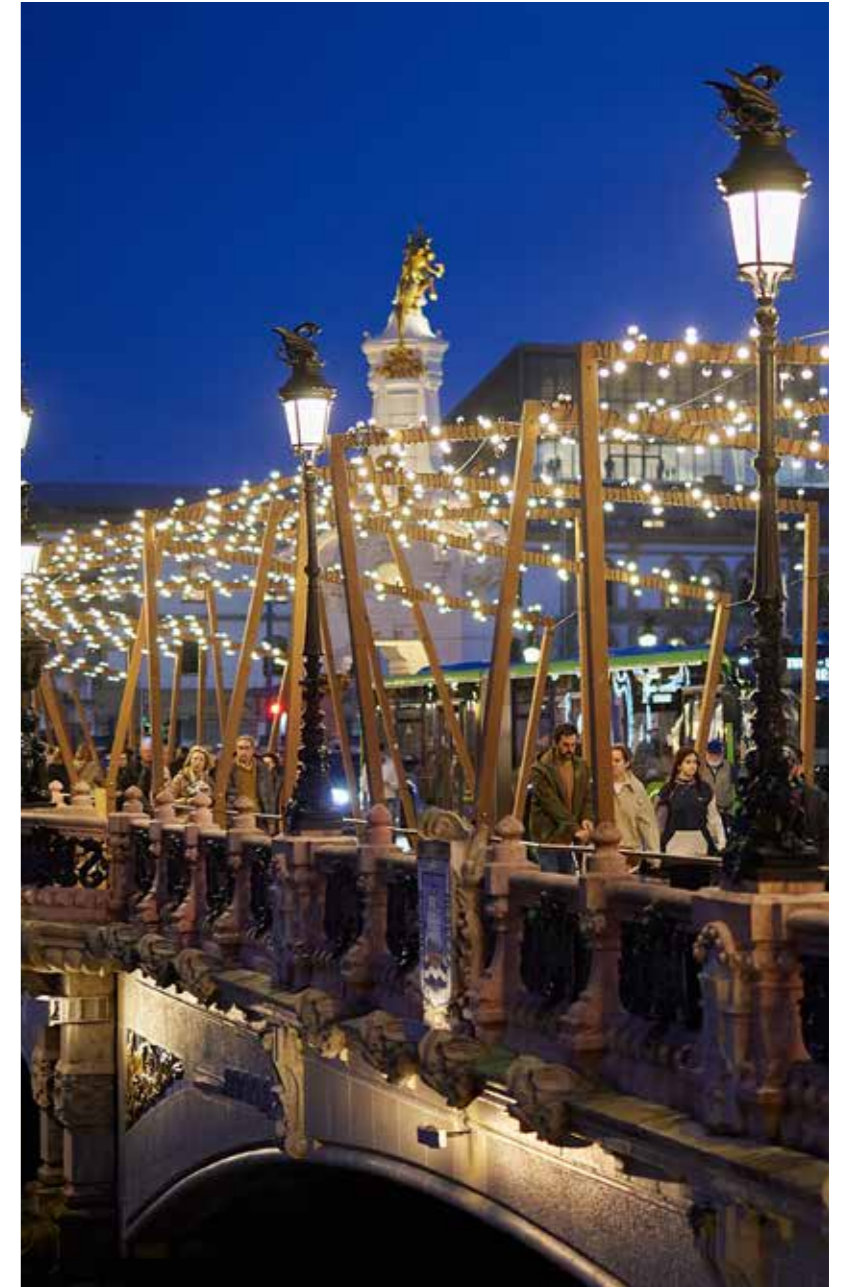


Architecture

We realise customised projects for each building so that light and architecture melts together, enriching building is 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 trees

We create giant and pasable trees for all over the world. At Christmas 2019, we have designed the tallest digital tree in the United States in Denver and a similar structure for Piazza del Duomo in Milan. Both more than 30 metres high.

And, one year more, we have worked on the tallest Christmas tree in Europe. With a simple yet elegant design, simulating snow, and installed at one of the biggest shopping centres in Spain, it has been visited by thousands of people since its opening.

In all of them, as an extra attraction, light shows made them truly unique pieces.





Ecogreenlux

ILMEX by Ximenez Group presents the most ecological and environmentally friendly product: Ecogreenlux.

A unique and revolutionary product that will be a before and after in the decorative lighting sector.

Ecogreenlux is the only lighting that reduces light pollution by 93% and saves 60% more energy than current lighting, also with LED technology.

It eliminates aluminium and welding elements from its manufacture, thus avoiding the emission of toxic gases into the atmosphere.

A product manufactured with 100% recyclable material and with the possibility of being manufactured with biodegradable materials that, in addition, eliminates the use of plastic flanges from its production, reducing the generation of plastic waste.

Thanks to its innovative design and unique aesthetics, Ecogreenlux decorates 24 hours a day without consuming energy, being more respectful of the surrounding environment.

Ecogreenlux is the future of lighting.





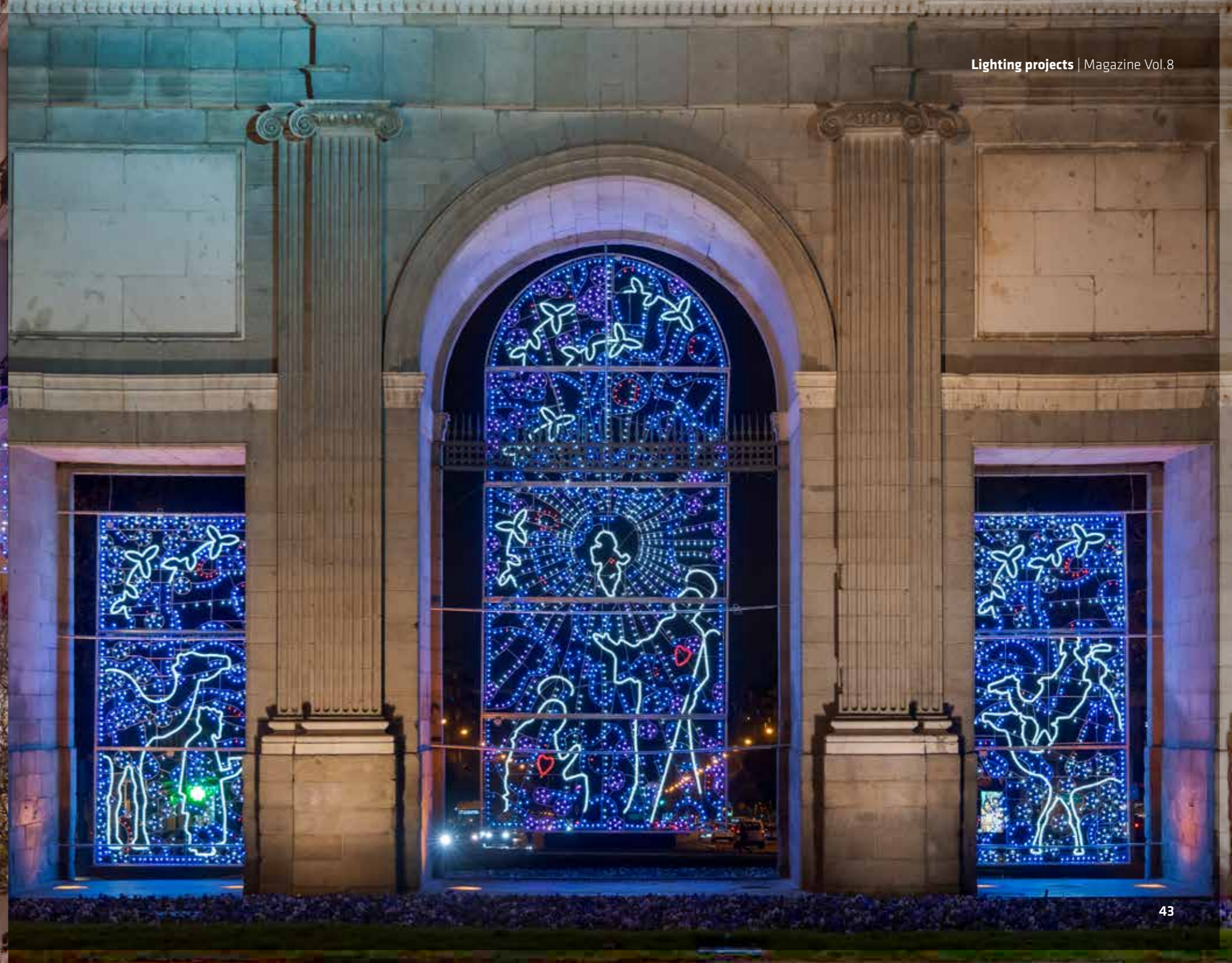
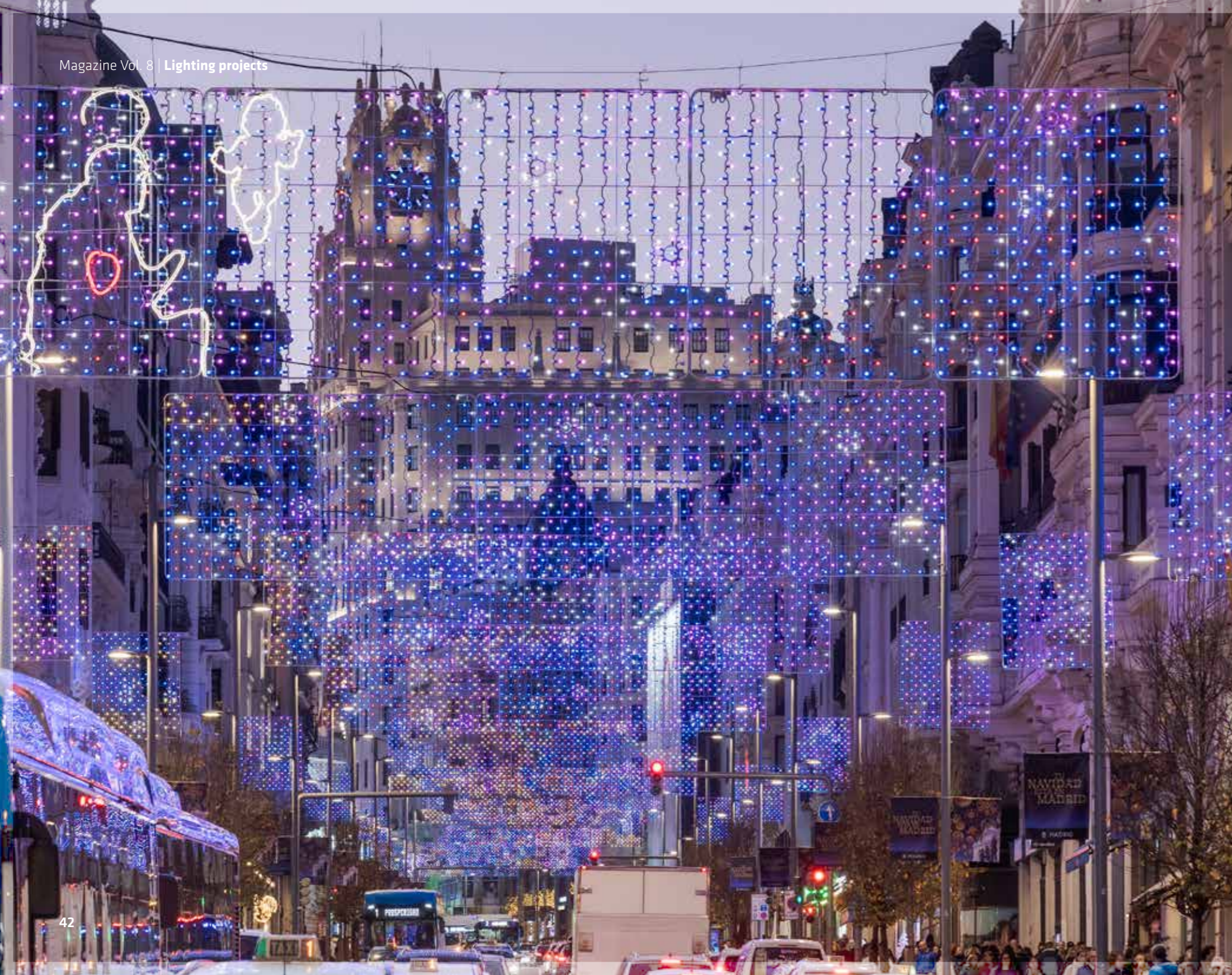
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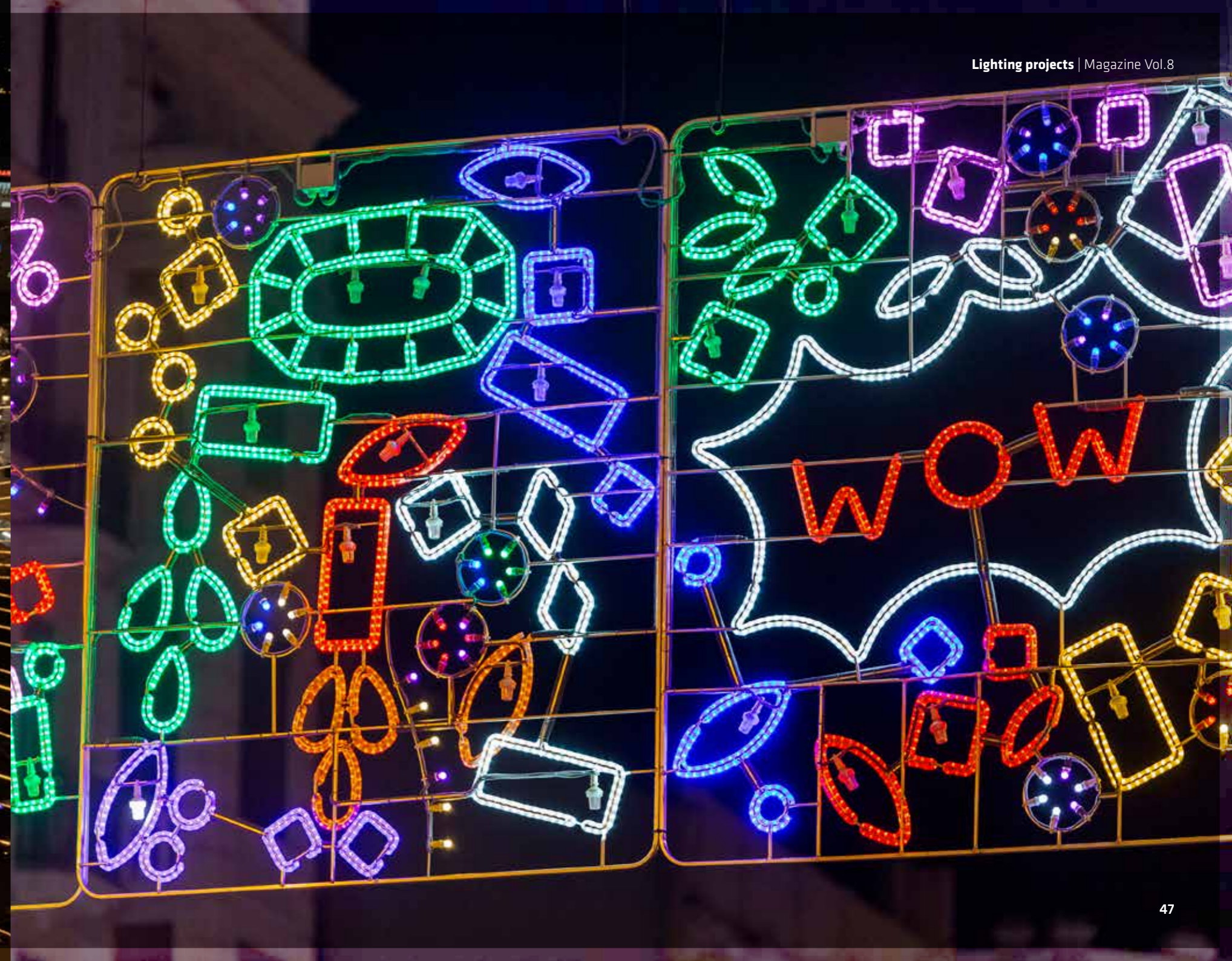
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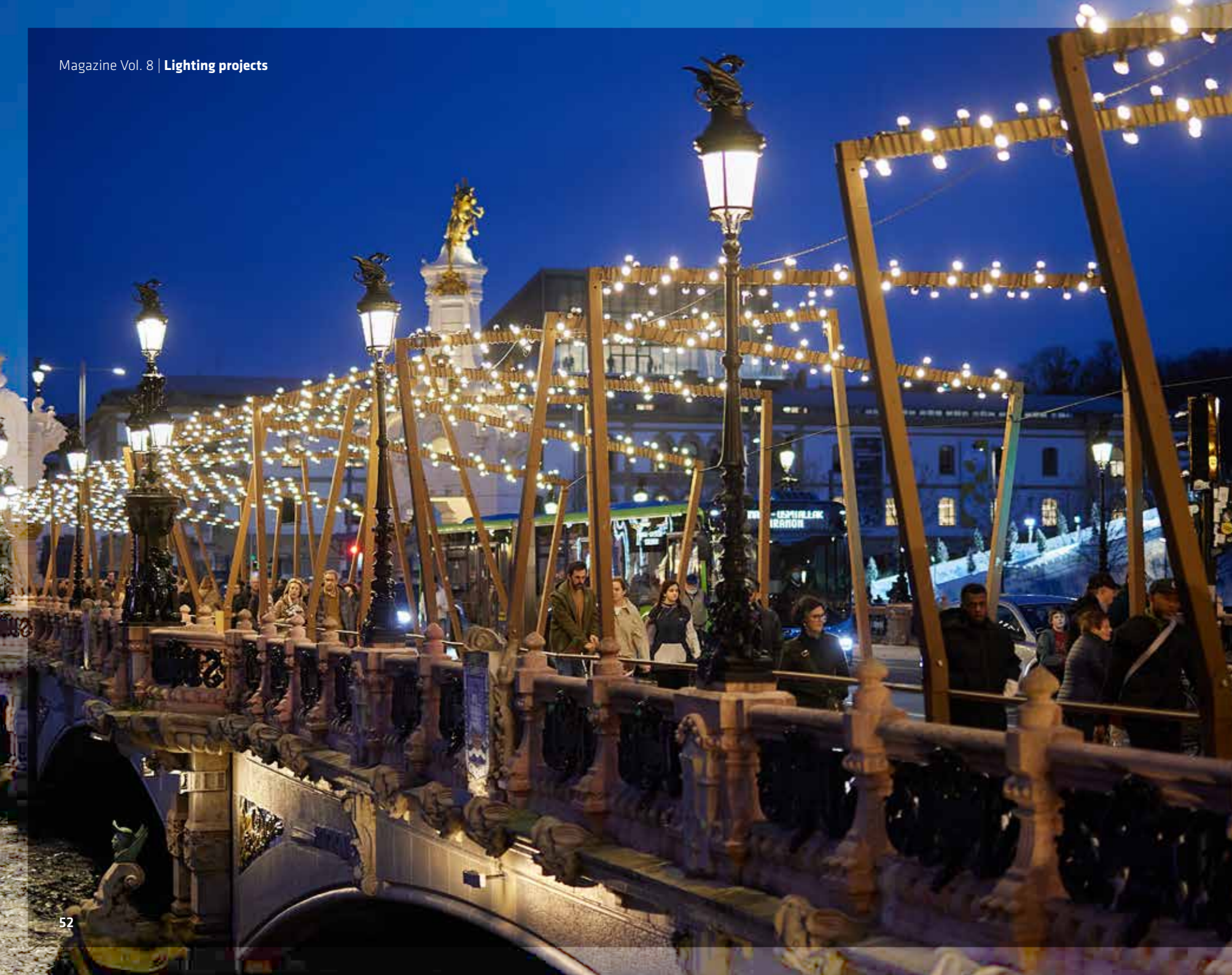




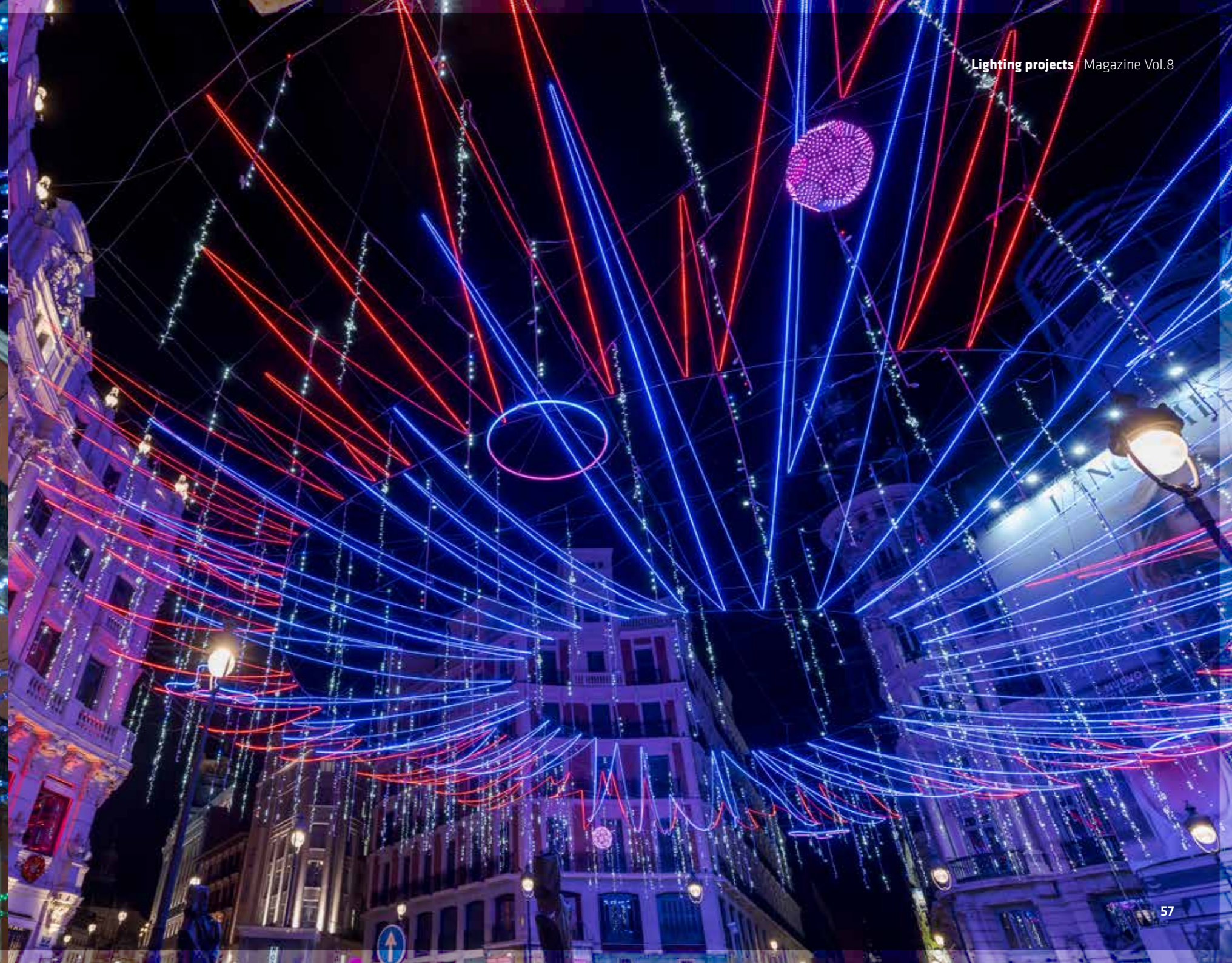
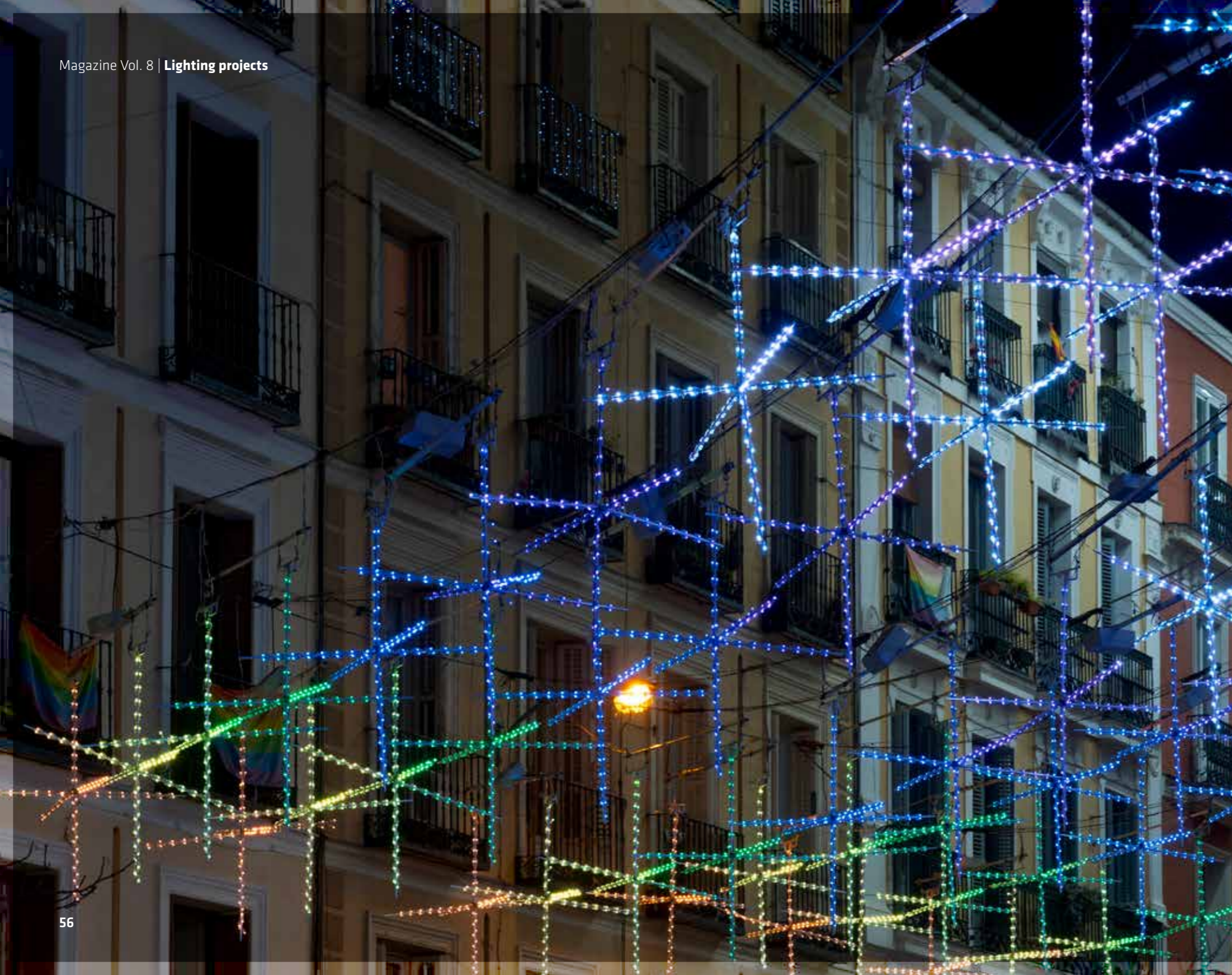


















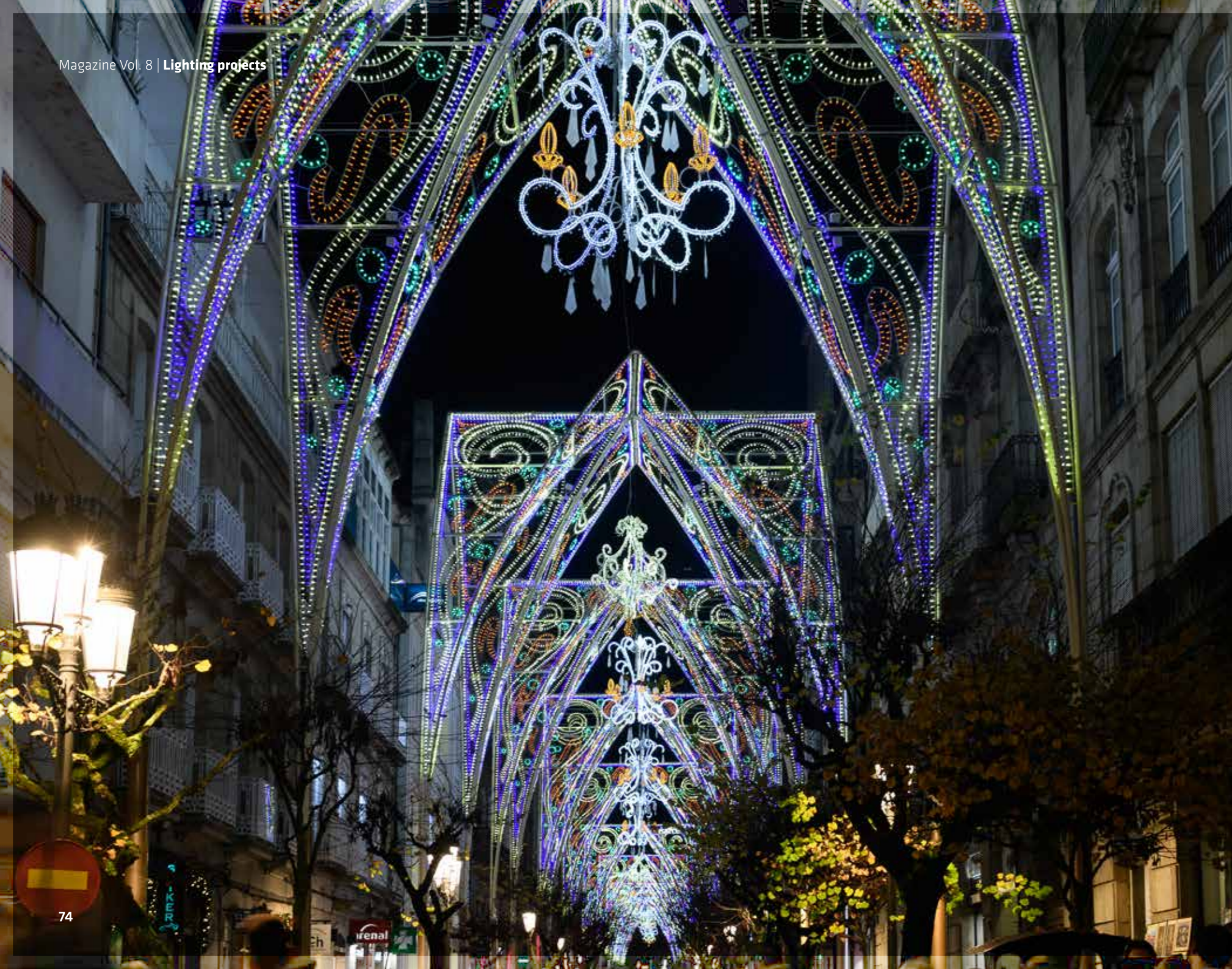














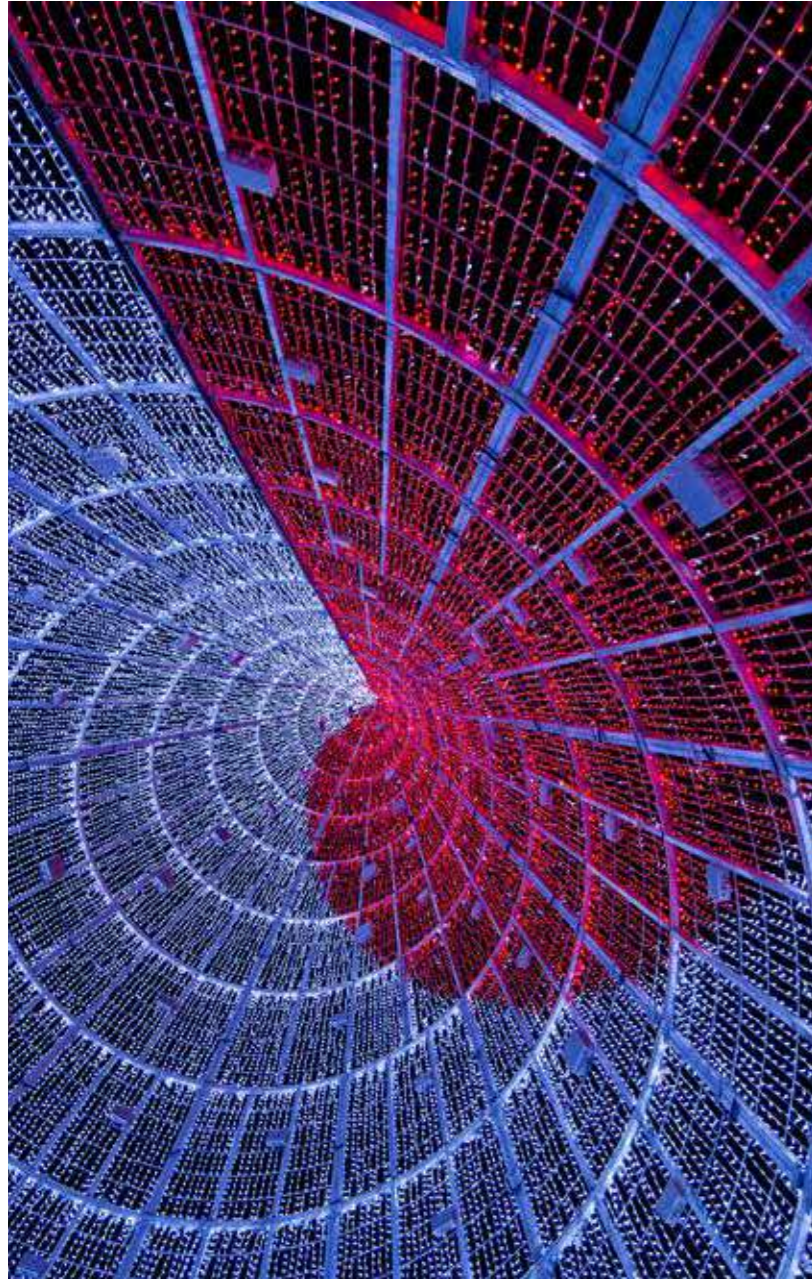
Distribution

Applying our experience to decorative lighting for the home

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

ILMEX's know-how is also at the service of major distribution chains that are committed to bring domestic lighting to the fore of the Christmas campaign





Design & Innovation

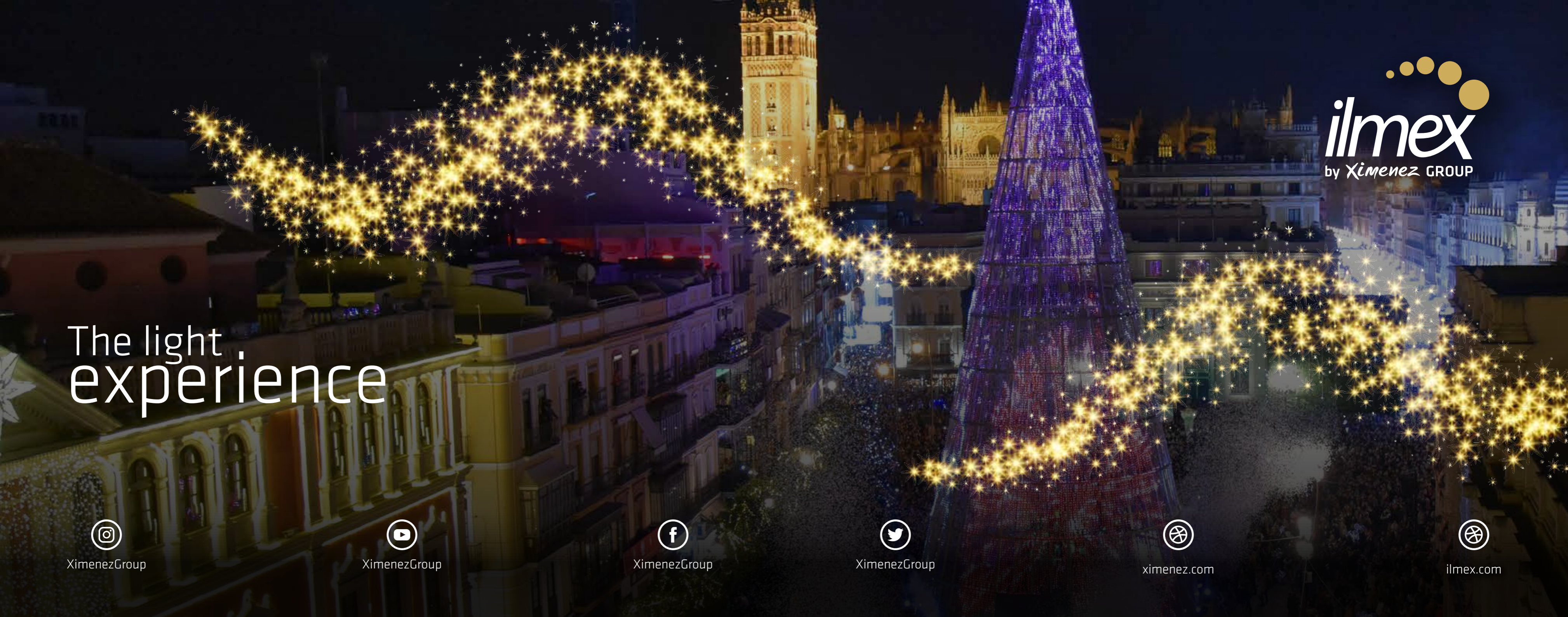
Technical Department

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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The light
experience



XimenezGroup



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