

The background of the entire page is a dense, repeating pattern of stylized, organic shapes. Each shape is divided into two main sections: a red, textured outer shell and a white, smooth inner section. The shapes are arranged in a way that they overlap and interlock, creating a complex, mosaic-like effect. The overall color palette is dominated by red and white, with a dark background that makes the colors stand out.

Vol.9

ILMEX

MAGAZINE

by Ximenez Group



MAGAZINE

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.

“The science of illuminating is an art.
And the art of illuminating is a science.”

Carlos Lazlo

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01

ABOUT US



ABOUT US

Light not only illuminates. It creates trends, design, emotions and experiences, it is culture and it is also art. At Ilmex we firmly believe in the power of lighting to bring a differential and unique value to cities and any space..

Experts in the manufacture of custom projects and international distribution, we began this adventure 25 years ago as part of Ximenez Group, a business group with more than 75 years of history, leader in the decorative lighting sector, and one of the main references worldwide. Thanks to this, we have a comprehensive experience and know-how within the decorative and artistic lighting that allows us to provide quality and design solutions that are difficult to match.

MOTIVATION

Our motivation goes beyond the simple creation and manufacture of luminous motifs.

En Ilmex, transformamos espacios y fabricamos emociones. Generamos experiencias a través de la iluminación, consiguiendo crear ambientes mágicos en cualquier parte del mundo sea cual sea el evento que celebrar.

From our commitment to the environment and thanks to our commitment to innovation, we offer solutions that help cities, brands and organizations to tell stories through light.



02

OUR VALUE



OUR VALUE

A key point of Ilmex's policy is that 100% of its lighting projects 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 no compromising the delivery dates.

From the employment point of view, Ilmex by Ximenez Group 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 STANDARDS

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 by Ximenez Group 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.

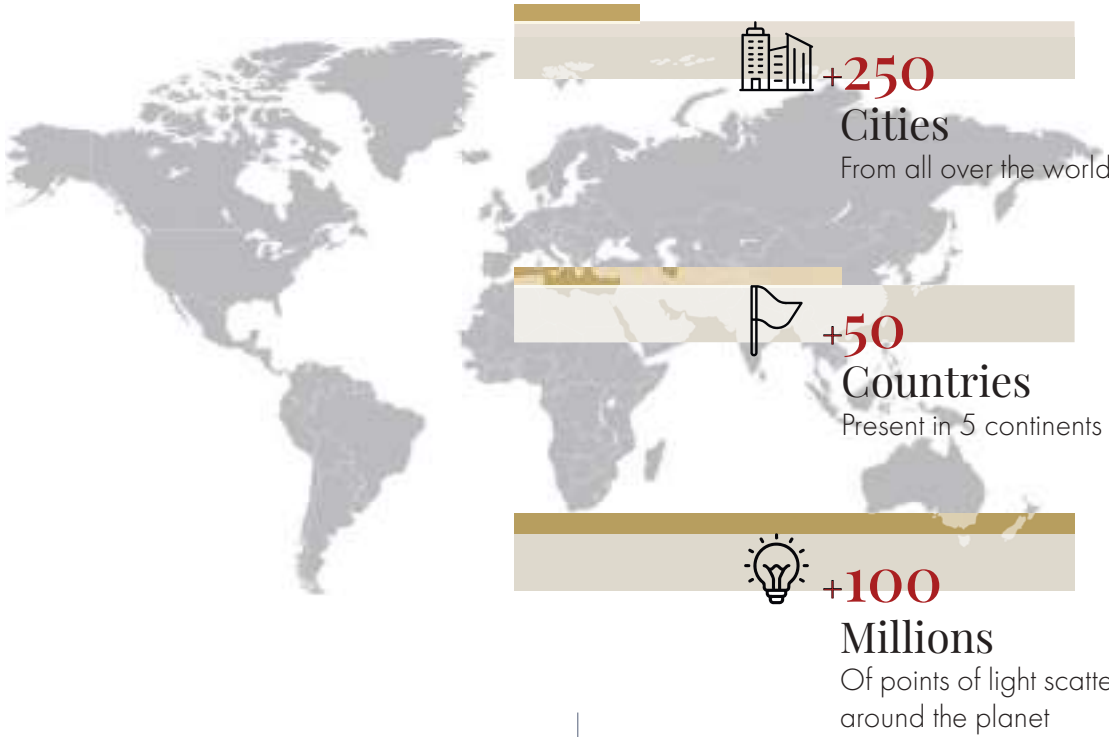


03

WHERE ARE WE?

WHERE
ARE WE?

Presence on five continents

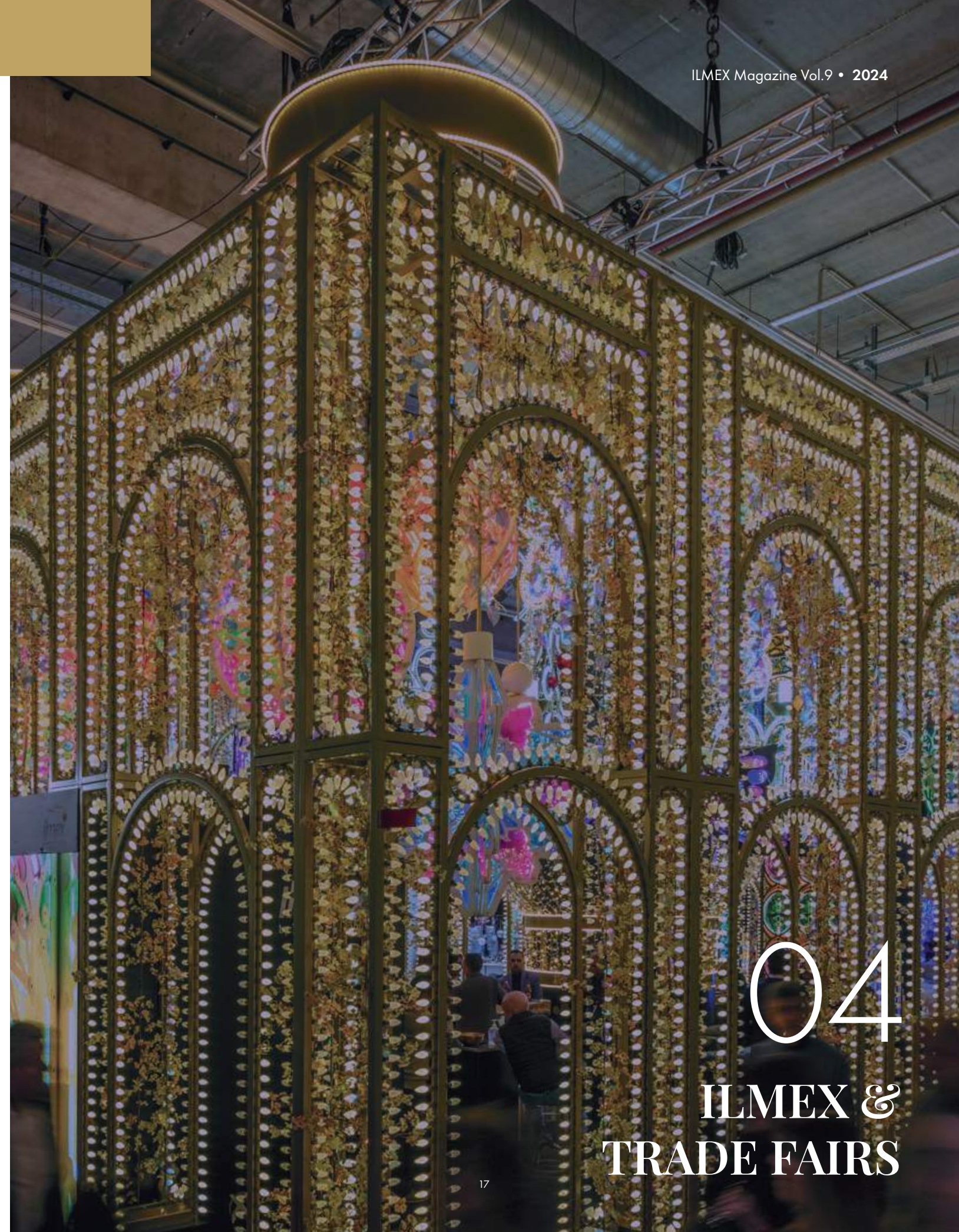




ILMEX & TRADE FAIRS

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 by Ximenz Group is present in main international fairs in Madrid (Matelec), Frankfurt (Christmasworld), Lyon (LumiVille) or Düsseldorf (Euroshop), among others.



04 ILMEX & TRADE FAIRS



ChristmasWorld • 2018



ChristmasWorld • 2019





05

SUSTAINABILITY



SUSTAINABILITY

From all the companies that are part of Ximenez Group, we work in the development of decorative lighting solutions through procedures governed by the standards of quality, safety and environmental protection established by **AENOR**.

Our firm objective is to be a sustainable company from an economic, social and environmental point of view. Related to the latter, our objectives are mainly focused on reducing **the environmental impact and energy consumption of all our products**. These objectives are achieved through the development of efficient designs using LED technology as a unique lighting system for our projects, the use of recyclable materials, the reduction of plastic waste generation and the constant search for new products and materials that are more environmentally friendly, efficient and sustainable.

ECOGREENLUX

by *Ximenez* GROUP

Lighting that **decorates**,
 Decoration that **illuminates**.

ECOGREENLUX is the future of decorative lighting. The only lighting that reduces light pollution by 93% and saves 60% more energy than current LED lighting.



Innovation



Efficiency



Sustainable

ecogreenlux.com

For more information about ECOGREENLUX
 please, capture this QR code.





93% LESS LIGHT POLLUTION

The innovative design of **ECOGREENLUX** is capable of concentrating the light, avoiding its projection towards the exterior and thus reducing light pollution into the atmosphere by 93%. It avoids the waste of energy and the generation of polluting waste to our environment, in addition to **respecting the biological cycles of numerous animal species** and the least filtration of artificial light to the environment surrounding the lighting.



DECORATE WITHOUT CONSUMING ENERGY

It allows to **decorate any space during the day, without consuming energy, and to illuminate at night** with a unique aesthetic, environmentally friendly and with 60% less energy consumption compared to current motifs also made of LED. It is art made light. Its designs achieve a striking visual effect, creating a **unique immersive experience** both day and night. A 24-hour decoration. **“LIGHTING THAT DECORATES, DECORATION THAT ILLUMINATES”**.



60% ENERGY SAVINGS

Thanks to its LED technology and its ability to concentrate light, **ECOGREENLUX** reduces the energy consumption of decorative lighting fixtures by 60% compared to existing fixtures. The **ECOGREENLUX** design also takes into account the new eco-design and energy labeling regulations in force, which establish stricter energy efficiency requirements for lighting products.



MUCH MORE SUSTAINABLE

Composed **of recyclable materials**, **ECOGREENLUX** offers the possibility of being manufactured with biodegradable materials, making it an even more sustainable and environmentally friendly lighting element. Environmentally friendly. In addition, it eliminates the use of plastic filaments from its manufacture and, as it is composed of welding-free structures, the manufacture of **ECOGREENLUX** avoids the emission of toxic gases into the atmosphere.

06

WHY A PROJECT?



WHY A PROJECT?

When we talk about lighting, we talk about much more than lights or decoration. We talk about experiences, memories and emotions. Through light we are able to transmit feelings and generate magical atmospheres around a celebration. But also, when we talk about lighting, we talk about investment, tourism, economy and boost for a city.

As a result, more and more cities are opting for decorative lighting to boost visits, visibility and positioning during the holiday season.

Our projects are much more than just lighting, they are light made art and emotion.

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.





BOOST YOUR CITY

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!

LIGHT AS AN 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. Illumination 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.



07

OUR PROJECTS



OUR PROJECTS

Our design and R&D team, technical team and our status as a manufacturer allow us to participate in a wide range of projects: from retail distribution, professional distribution, shopping centers, large cities and completely customized projects.

We design and manufacture totally new and innovative products, supported by the latest technologies and the latest trends in the sector, in order to generate a unique immersive experience for the public.

Fully customized musical lightshows, spectacular large-format and walkable motifs, use of state-of-the-art LED pixel technology, elements with decorative effects both day and night, interactivity and designs inspired by the latest trends.

At Ilmex, we are innovation and creativity whatever the challenge ahead.

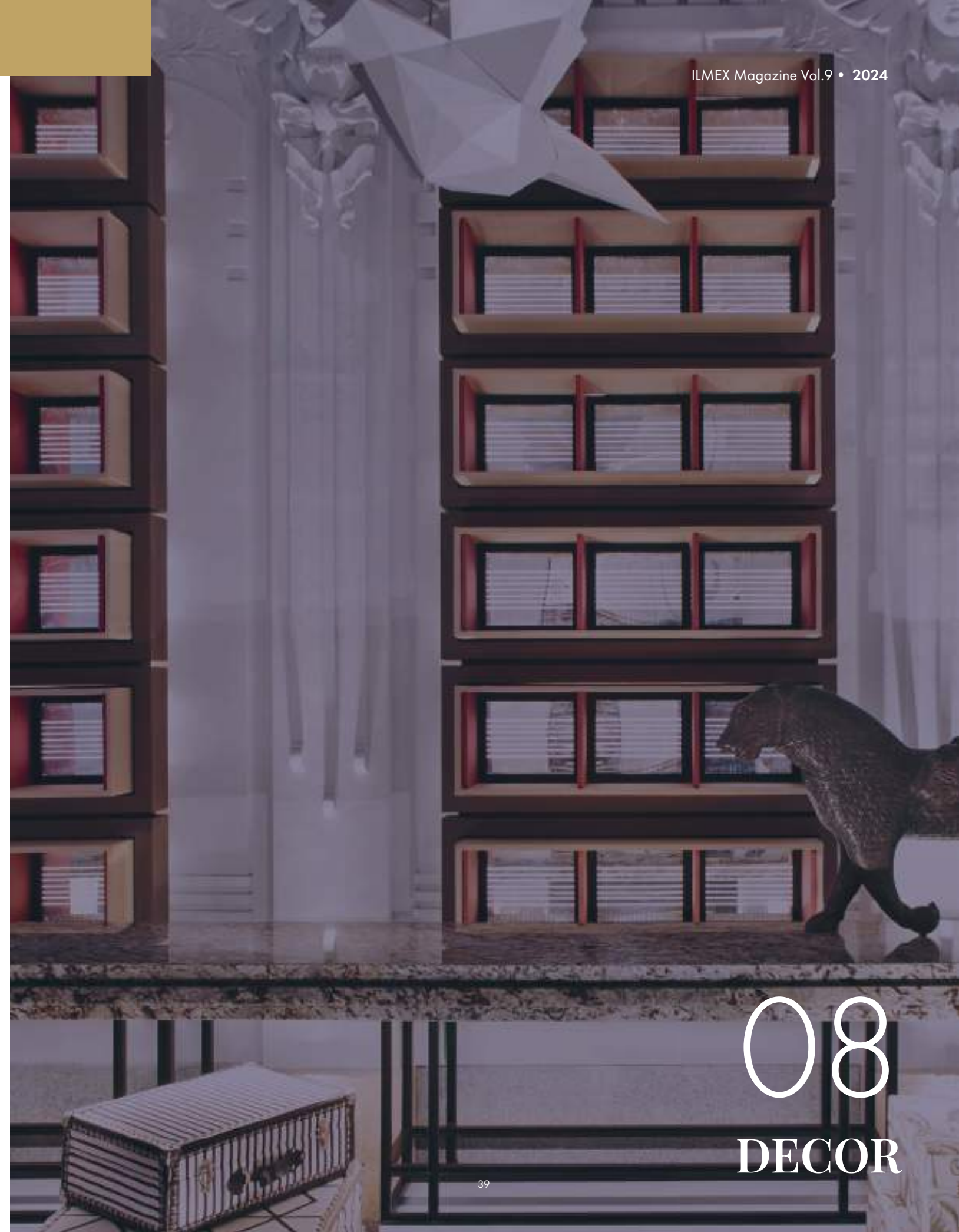


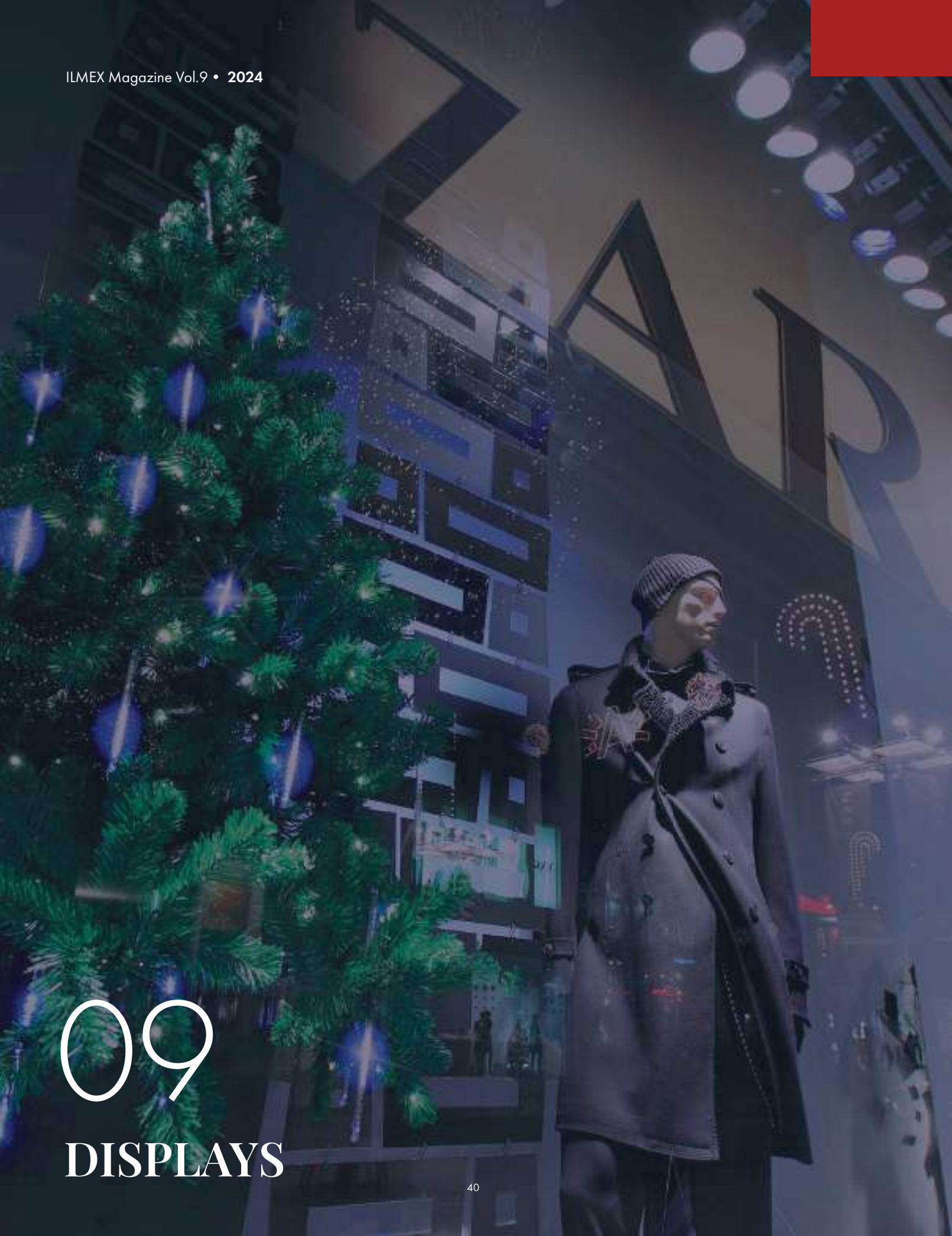
DECOR

Ilmex by Ximenez Group 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.





09

DISPLAYS



DISPLAYS

Inditex or Desigual are just some of the firms that work with Ilmex by Ximenez Group 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.



EVENTS

Imex is the perfect partner to accompany you and make the most of your event. Thanks to our design team, variety of products and custom manufacturing capacity, we adapt to any type of space and concept. Some examples are our collaboration **with the designer Juana Martín, for her fashion show at the Mercedes Benz Fashion Week in Madrid; or with the largest international music festival Starlite,** for the generation of a unique experience through light and sound for all those attending their concerts.



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EVENTS



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ARCHITECTURE



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 by Ximenez Group 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.



SHOPPING CENTERS

Ilmex by Ximenez Group 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.



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SHOPPING CENTERS



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DISTRIBUTION



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





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.



14 MONUMENTAL TREES



LIGHT SHOWS

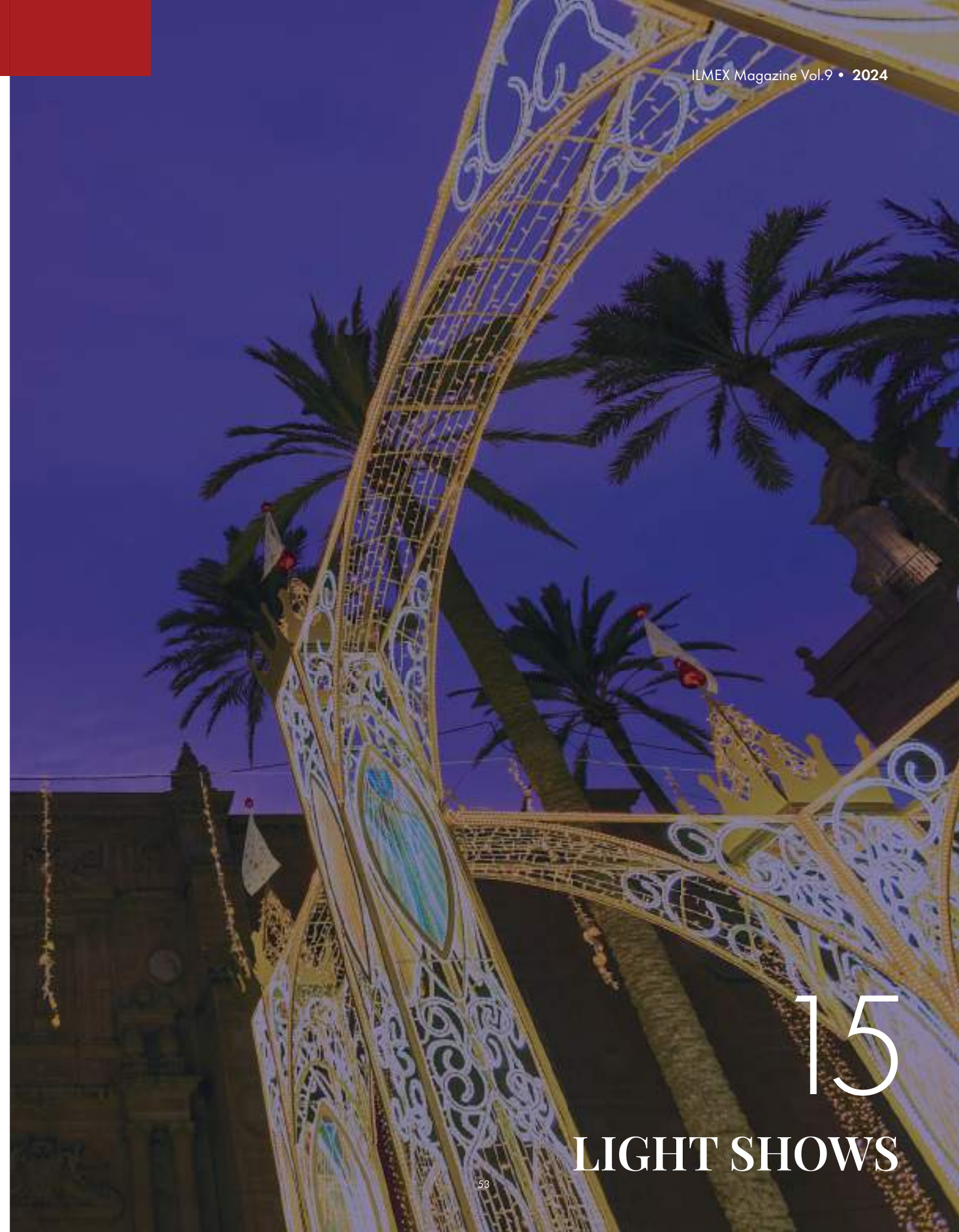
In cities around the world there's always a lot of expectation wondering 'how festive lights will look this year'.

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.





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LIGHTING PROJECTS

54



LIGHTING PROJECTS

Light has the power to evoke emotions with just a glance, to make you live unique experiences around them. Lights are much more than mere illumination; they are life, feelings, memories, and moments that allow us to connect with our deepest emotions.

At Ilmex by Ximenez Group, we are the ones responsible for bringing light across the entire planet. Over fifty countries shine brightly during Christmas thanks to our lights and Christmas lighting projects, as well as during their festivities and special occasions.









OS TRABAJANDO
FOMENTO
ULTURA











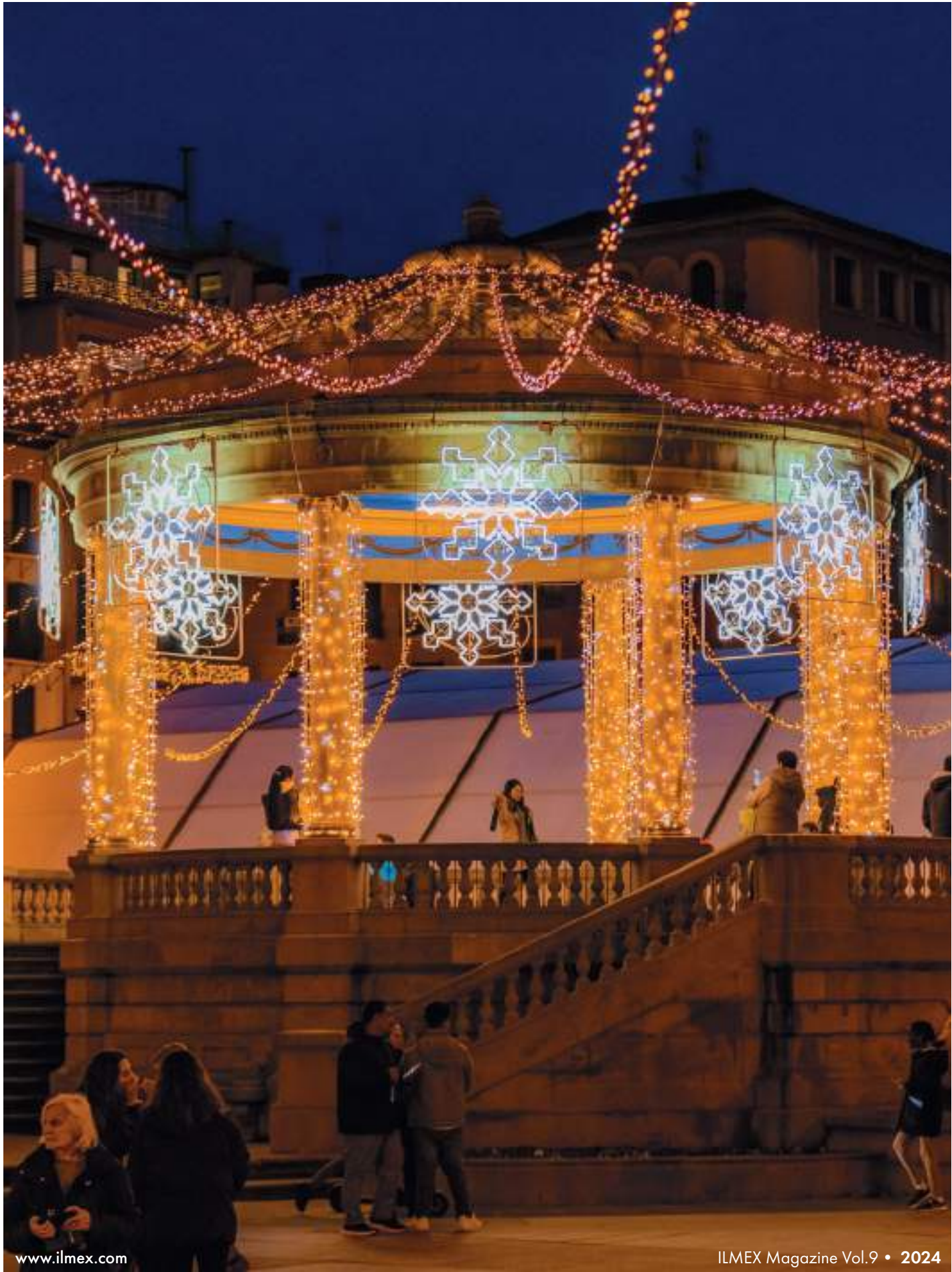






















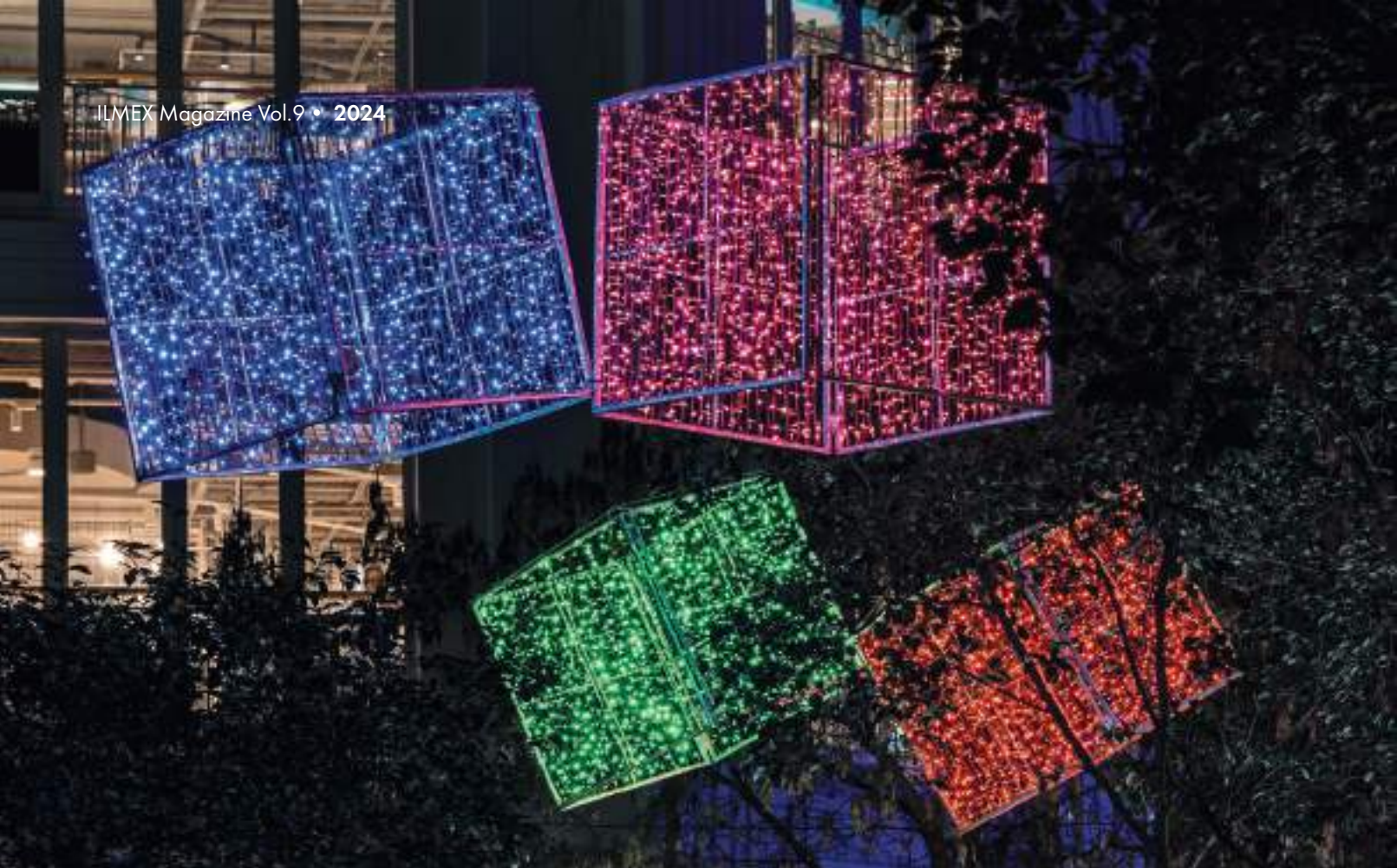














THE LIGHT EXPERIENCE



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