



For immediate release

October 27, 2008

SEVEN Green Light for Life **Enjoy your life • Save your money • Help your planet**


SEVEN Green Light for Life

SEVEN is an European brand of home lighting marketed at retail. Through energy saving solutions, it aspires to bring more fun and comfort into peoples' daily lives with user-friendly and efficient lighting, in unique and inspirational design.

The brand is named for seven's attachment to our daily lives. We live seven days a week, in one of the seven continents on Earth, and under the seven rainbow colors that make up everything we see...

SEVEN Universes at Home

SEVEN collections are designed to light and spice up the SEVEN Universes of our home sweet homes:

	...we share in our living room	(living room)
	...we cook with love	(kitchen)
	...you & me, our sweet night	(bedroom)
	...we imagine in our own little world	(kids room)
	...I relax in my warm bubble bath	(bathroom)
	...we take good care of our home	(laundry, storeroom, garage...)
	...let's go out for a sip of fresh air	(backyard, garden, balcony)

Keen on novelty and uniqueness, SEVEN has **essential** and **nova** lines to cater to the needs of users with different attitudes and preferences:

essential is the fundamental lighting our homes always need for stable and long-term use, such as pendants and recessed down lights installed in ceilings.





nova is best for people who like refreshing their homes every now and then. Easily mounted and moved to preferred spots, **nova** adorns our Universes like a unique piece of ornament.

Enjoy your life • Save your money • Help your planet!

SEVEN adopts CFL technologies for better energy efficiency, more stable and durable light sources, and wider spectrum of color temperatures from 2700K (warm white) to 6500K (daylight).

Unlike conventional light sources such as incandescent and halogen that transform over 90% of energy into heat rather than light, SEVEN uses about 80% less energy to give the same amount of energy and will not raise room temperature. Cheaper electricity bills allow more savings for families to enjoy life!

Lower energy consumption also helps reduce CO₂ emission — a cleaner planet to live on. It is especially the case in regions and countries using fossil fuel burning as the main energy source, for this electricity generation method causes the most Greenhouse Gases (GHGs) among all. For instance, in Europe 1kWh of electricity causes 430g of CO₂ (source: www.carbonneutral.com).

Eco-Conceptualized and Realized

All SEVEN lighting fixtures are made to be over 90% recyclable, and through 100% RoHS compliant production processes (IECQ HSPM QC080000 : 2005 standards).

The laboratory in our ISO9001 certified manufacturing plant operates according to the SMT (Standards, Measurements and Testing) program, and is being reengineered based on the ISO17025 standards targeting certification by 2010.

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SEVEN is a brand of ELS Group, which operates a head office, Electric Light Systems Limited in Hong Kong; two sales offices, CIDELEC in Paris, France and CLS in Madrid, Spain; and a RoHS compliant manufacturing plant Leeming Lighting (Shenzhen) Limited in South China.

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Captions / Elaboration for photos in CD "SEVEN-PR-HKILF2008":



1. **CULBUTO:** Fling it and it will swing! This 1.16m tall reading lamp pep users up like a tumbler in the living room. Remove the metallic weight attached to the base and this tumbler will become an ordinary floor lamp.

Light Source: Tubular E27 20W



CULBUTO-
Floor_Lamp.
tif



CULBUTO-
Floor_Lamp

2. **SPACELIGHT and UFO** ranges: In sleek silhouette and mat finishing, they add modern touch to living rooms as easy-single spot, ceiling and wall lamps, table and floor lamps, and pendants.

Light Sources: GX53 9W; Tubular E27 15W



UFO-
Easy_Spot-
Silver.tif



SPACELIGHT-
Floor_Lamp.tif



SPACELIGHT-
Pendant.tif

3. **MESSAGE Dressed / Free / Wild:** A simple but funny range of pendants and table lamps for living rooms.

Light Sources: Tubular E27 20W



MESSAGE_FREE-
Table_Lamp.tif



MESSAGE_FREE-
Pendant.tif



4. **LÜXTIK** is a decorative sticker and wall lighting two-in-one that is practical and fun. This screw-free wall lamp is easily and stably mounting on even surfaces by a decorative sticker. In 10 different looks and leaving no tracks after removal, users can refresh their places by mixing and matching different LÜXTIKs together.

Light Sources: GU10 7W, operated by switch on 1.8m long cable.



LÜXTIK_Electra-
Wall_Lamp.tif



LÜXTIK_Giraffe-
Wall_Lamp.tif



LÜXTIK_Dino-
Wall_Lamp.tif



Captions / Elaboration for photos in CD "SEVEN-PR-HKILF2008" (continued):

7.4 dreamy

5. **SLEEPY BOX:** Wall lamp for kids room in soothing hues and intriguing design with gentle light output — your kids' lullaby music box!

Light Source: GX53 7W



SLEEPY_BOX-Wall_Lamp.tif

7.5 backstage

6. **LENS Round / Square / Visor:** Compact and stylish wall lamps for closets, storerooms etc. with 4 shades to mix and match: silver, green, white and chrome.

Light Source: GX53 7W or 9W



LENS_Round-Furniture_Light.tif

7. **TRIPOD:** Retractable floor lamp (1.2m to 2.0m) with translucent and foldable shade in silver, green, or black providing effective and flexible light with easy storage.

Light Source: Tubular E27 15W



TRIPOD-Floor_Lamp.tif

7.7 breeze

8. **GOGGLE:** Handy table lamp for outdoor use (IP44) with switch on 1.8m long cable.

Light Source: GX53 7W



GOGGLE-Table_Lamp.tif

9. **LUMIOVO:** Outdoor (IP44) table lamp in classic design.

Light Source: Light Source: GX53 7W

LUMIOVO-Table_Lamp.tif



Captions / Elaboration for photos in CD "SEVEN-PR-HKILF2008" (continued):

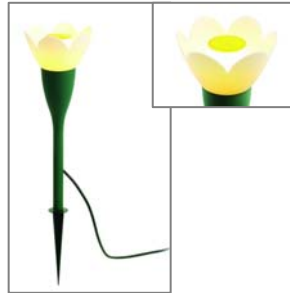


- 10. DAISY / NIGHTY / PHOTOFLOOR:** Outdoor floor lamps (flat or spike base, with tube length of 20cm or 70cm) with IP44 and UV coating, these sublime lighting will make your outdoor activities more enjoyable.

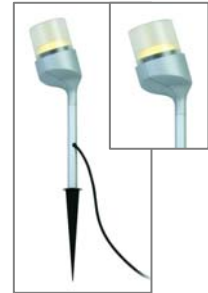
Light Sources:

DAISY and NIGHTY: Tubular E27 15W

PHOTOFLOOR: GX53 7W



DAISY_Flowers
pike_20cm.tif



PHOTOFLOOR-
Spike_20cm.tif

- 11. SEVEN in major international lighting trade shows:**
Hong Kong Int'l Lighting Fair 2007, and Light + Building Frankfurt 2008



SEVEN-HKILF_2007-
HK_1.jpg.tif



SEVEN-HKILF_2007-
HK_2.jpg.tif

