

PowerUp: Ledlenser launches into a bright future with a new brand identity

The traditional Solingen-based company for portable light wants to build a more intensive bond with the end customer with image-rich content

Solingen, July 2021 - **High-quality torches, headlamps and multifunctional lamps with modern LED technology have been Ledlenser's core competence for years. Here, users can find the appropriate mobile lighting for every situation. The numerous models from the Work and Professional range provide brilliant light for a wide variety of tasks, while lamps from the Home and Life range make everyday life and the household easier. The Outdoor and Sports ranges offer powerful support for leisure and adventure. The main focus of the company, founded in 1993, was and is the development of innovative products and technologies. In keeping with this, the brand image has now been completely revised. With this, the company is aiming to emotionalise the brand and build a personal bond with its users. Thus Ledlenser is introducing a new tagline: "PowerUp". The campaign of the same name focuses on authentic photo and video content to address end consumers emotionally. In the future, Ledlenser will primarily communicate its specific lighting expertise via digital channels as part of the campaign.**

"On the one hand, PowerUp stands for our high-performance products, but above all it addresses our users as an inspiring appeal," explains Nathalie Wohlrath, who is responsible for the new brand presence as Global Brand Manager of Ledlenser. "Our claim is to illuminate every situation reliably, safely and powerfully with the most suitable light. With our portfolio, we thus enable our users to deliver their full performance - whether at work, in everyday life or in sports."

The company, founded in 1993 by brothers Harald and Rainer Opolka, has its headquarters in Solingen. All new products are designed and

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developed there. They are manufactured at the company's own site in Yangjiang, China. In 2000, Ledlenser developed the first torch with an LED instead of a light bulb - an absolute novelty at the time. Another innovation is the patented Advanced Focus System, which is considered a milestone in the company's history. Thanks to high-quality materials and careful workmanship, Ledlenser lamps are extremely robust and durable. In most cases, they are also powered by rechargeable batteries, thus also protecting the environment.

With the emotional and encouraging appeal, Ledlenser wants to establish its claim as a premium brand even more firmly in the minds of users from now on. The branding campaign is designed for the long term, with no time limit. It was developed entirely with internal resources and implemented in-house.

The video for Ledlenser's new PowerUp branding can be found at the following link: <https://www.youtube.com/watch?v=-bn1KM6Hofg>.

Further information about Ledlenser is available at: www.ledlenser.com

About Ledlenser

The Solingen-based company Ledlenser GmbH & Co. KG is one of the world's leading manufacturers of portable LED lighting products. The experts for high-quality lamps have been offering a wide range of products for different target groups for over 20 years. Professional users in the industrial and security sectors will find the right lamp here, as will sportsmen and women, camping and outdoor enthusiasts, or handymen and do-it-yourselfers. The portfolio also includes power banks. Products from Ledlenser are "Engineered & Designed in Germany".

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