

SHOP | OFFICE | LIVING



# SHOP

MAX FRANKE. *led*®

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## Dear Readers,

I come from a family which has specialised in lighting since 1897. It wasn't until I studied physics at Hamburg University of Applied Sciences that I myself dived deeper into the topic. Through a variety of work placements in the lighting industry, I was able to gain experience in the manufacture of lighting. When I was key account manager at THORN LICHT, responsible for supporting major customers in the Shop division, it didn't take me long to discover what customers are looking for. My hobby, interior design, was a great help to me and that's what sparked my passion: I illuminate shops!

MAX FRANKE is the culmination of all this experience, and I have managed to pass on my enthusiasm for lighting to the employees.

I look forward to illuminating many shops in the future. And possibly even yours!

### Philipp Schilling *Managing Director*

- › Born in Hamburg in 1956
- › Work placement: AEG Berlin Elektrotechnik
- › Industrial management assistant training in Freiburg
- › Hamburg University of Applied Sciences: Engineering Physics degree course
- › Light Measurement Technology degree course with Prof. Krogmann at TU Berlin
- › Lighting Technology degree course with Prof. Brodmann at TU Karlsruhe
- › Regional Sales Manager at THORN LICHT, Arnsberg
- › Head of Product Management and Marketing and key account manager at THORN LICHT
- › Managing Partner at MAX FRANKE in Hamburg since 1989







## 1897–1919

MAX FRANKE transforms the Hamburg branch of Schuster & Baer into the market leader in the glass and electrical industry.

### 1920

Adolf Schilling takes the helm.

### 1950

Ulrich Schilling continues the Schilling era initiated by Adolf Schilling. MAX FRANKE operates as a large-scale sales agency with over 60 representatives from the glass and electrical industry.

### 1989

Philipp Schilling is named Managing Partner. Conversion from sales agency to lighting project business.

### 2004

Start of in-house production

## 2005

The Point of Light (POL) in Hamburg-Osdorf becomes the new headquarters in October.

### 2011

Introduction of the first passively cooled LED spotlight

### 2008

Customers worldwide, cross-border production

### 1995

New customers, including in the EC

J.-No.	Datum der Auskunft	Erhalten bzw. gegeben
23287 24930		
<p>Max Franke</p> <p>H a m b u r g Rosenstr. 18</p>		<p>Max E. Blum, Abg. 13/9</p> <p>Recht. Souprick, Abg. 30</p>
<p>Die Eintragung der Firma datiert vom 2.8.1897. Inhaber sind Frau Gertrud Franke und Ad. Schilling. Betrieben wird ein Agentur- und Kommissionsgeschäft, insbesondere in Lampen. Der Begründer war früher auch Mitinhaber der Firma Schuster &amp; Baer, Berlin, übernahm später die Hamburger Filiale der oben genannten Firma für eigene Rechnung und wird auch dieses Geschäft seit dem Tode des Firmenträgers von den oben genannten Inhabern fortgesetzt. Die Leitung des Unternehmens liegt in Händen des Gesellschafters Schilling, welcher bereits früher bei der Firma als Prokurist tätig war. Die Firma erzielt gute Umsätze, genießt Vertrauen und kommt ihren verbindlichkeiten nach. Ueber die Inhaber ist nachteiliges nicht bekannt und kann eine regläre Geschäftsverbindung eingegangen werden.</p>		
7070 13/9.33		
<p>Nach unseren Notizen im Jahre 1897 gegründete Firma, die ein Agentur- und Kommissionsgeschäft, insbesondere in Lampen, betreibt.</p> <p>Als Inhaber sind eingetragen A.C.W. Schilling und Frau M.E.V. Schilling.</p>		<p>Recht. Souprick, Abg. 13/9.33</p> <p>ord. M. K. S. 1000</p>

# MAX FRANKE

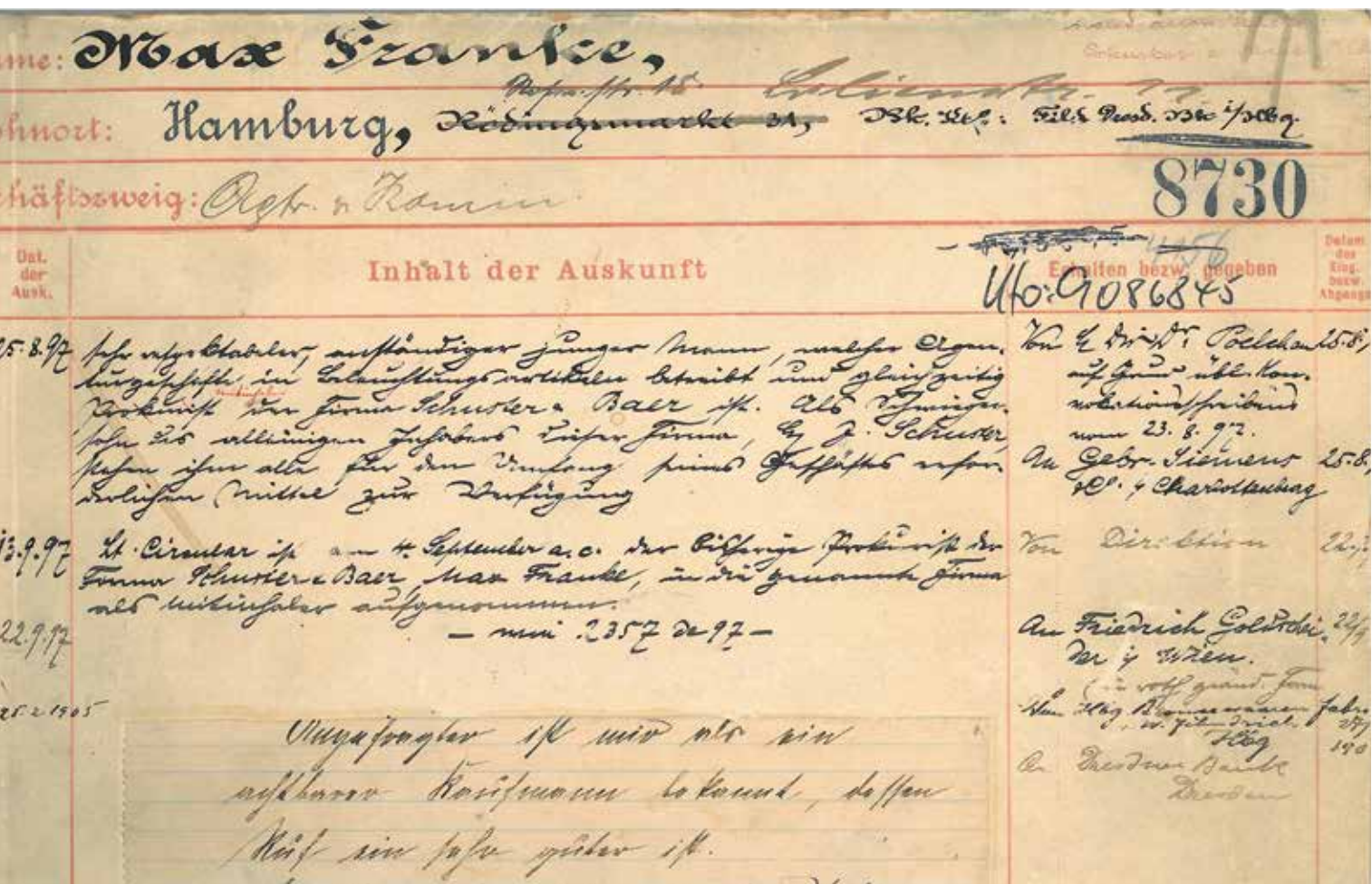
## History

MAX FRANKE is a family business which was founded in 1897. Even back then, there were bank notes stating that you 'can do good business' with MAX FRANKE. The company has been managed by the Schilling family since 1920.

MAX FRANKE used to be a trading company for high-quality products from the glass and electrical industry.

Upon his arrival, Philipp Schilling transformed the business model from trading activities to the in-house production of luminaires.

MAX FRANKE now operates as a light manufacturer and is considered throughout Germany to be one of the best companies for professional light planning and modern lighting concepts.





We are ...

... flexible

... creative

... innovative

### CONSULTUNG AND DEVELOPMENT

- › Optimal lighting concepts
- › Customer-specific luminaires

... precise

... fast

### LIGHT PLANNING

- › Individual light planning for each shop according to lighting concept

... motivated

... passionate

... cooperative

### PRODUCTION AND DELIVERY

- › Order-based production
- › Just-in-time delivery

... reliable

... dependable

... experienced

### ON-SITE SERVICES

- › Directing of luminaires
- › Minor repairs and processing of complaints
- › Installation of light controls



Total  
Customer  
Care

# Philosophy

## Total Customer Care

Total Customer Care – this philosophy is at the heart of everything we do at MAX FRANKE. Our top priority is to ensure high customer satisfaction, which is why we offer a complete lighting package with the following services:

- Consulting and development
- Light planning
- Production and delivery
- On-site services

For each customer, we develop a tailored, optimal solution based on their CI and brand position, with the aim of emotionally charging the brand, drawing customers into the shops and encouraging them to stay for a while.

We thus view ourselves as something of a tailor for our customers' needs. The lighting concepts are developed in line with a whole host of criteria such as brightness, dramatisation, recognition, durability, price per square metre, energy consumption and simple installation.

The concept developed together on the basis of these factors is then sold exclusively to the customer. Our customer loyalty and collaboration, which in some cases exceeds 25 years, are a testament to the success of our philosophy.

We'd be delighted to develop your concept, too!





# Services

We offer a complete lighting package with the following services:

## Consulting and Product Development

Working with our customers, we develop lighting concepts that accommodate their specific desires. Our Product Management develops for you customised products which fulfil the highest quality standards.

## Light Planning

Lighting plans are created in AutoCAD on the basis of the lighting concept developed together. The planning takes into account local conditions such as ceiling height and elements of the technical building equipment. Lighting calculations can be carried out in DIALux or Relux for larger projects, or if otherwise desired by the customer.

## Order-based production and just-in-time delivery

We produce the lighting in-house on the basis of the light planning and the order, and assess the quality criteria of each light at our production facility in Hamburg, thus ensuring our high quality standards. The products are delivered just in time for the shop opening or by the delivery deadline.

## On-site light adjustment

Once successfully installed, the lights need to be correctly angled to achieve the planned lighting effect, optimally illuminate the goods and train employees on-site in decoration with lighting.

## Showroom and seminars

In our showroom, we can demonstrate the effect of different types of lighting with different lights, LED modules and optics. At our Point of Light (POL), we offer seminars on a regular basis to keep you up to date on topics of lighting.

## Light management

Our Product Management team will be happy to reliably and professionally install the light controls for you. Based on your desires and the conditions on-site, we can create tailored, dynamic lighting concepts on your behalf.

## Cost-benefit analysis and financing

We can offer you leasing models with our finance partner, which is of interest particularly when it comes to renovating old lighting systems and the energy savings cover the lease payments for the new lighting system. We'll be happy to help you with the application process.

## Quality assurance

We maintain seamless quality management for genuine German-made quality, with the final product always assembled in Germany. We can thus ensure seamless quality management which does not rely on random samples, but subjects each and every project to a comprehensive inspection. Our production process is ENEC-certified.



## Overview of MAX FRANKE services





# Headquarters

## Point of Light

The Point of Light (POL) has been MAX FRANKE's headquarters since 2006. The building offers approximately 7,000 m<sup>2</sup> of space for the different company divisions.

In addition to the offices housing Light Planning, order processing, project management, purchasing and the management team, here you will also find manufacturing with production, construction and the lighting workshop as well as Logistics with warehousing and dispatch – all under a single roof.

Individually developed lighting concepts are presented to our customers in the spacious exhibition area.

The POL is located at Osdorfer Landstr. 174–176 in the Hamburg-Osdorf district (just a five-minute drive from the Bahrenfeld motorway exit, approximately 2 km from the Klein Flottbek S-Bahn station).







HEADQUARTERS







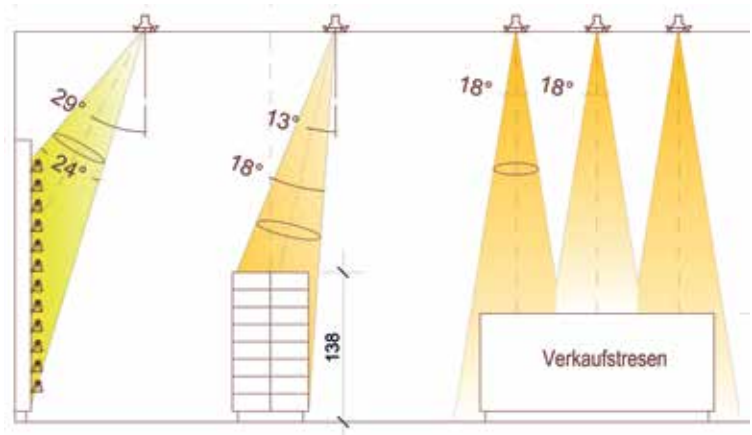
Mandy Diekmann, Light Planning

# Light Planning

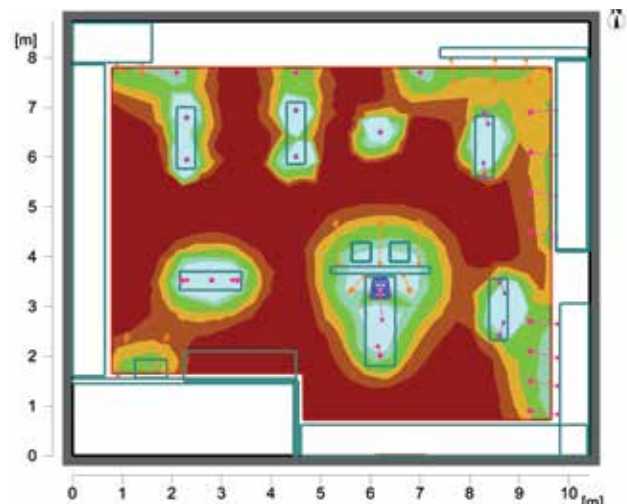
Lighting is a medium that has long fascinated and inspired me. I learned professional light planning during my vocational training in interior design and through my work as a lighting planner.

I can put my knowledge to optimal use in the MAX FRANKE Planning department. At our company, light planning and customer support go hand in hand, thanks to interdisciplinary teams comprising a qualified creative and a qualified business employee.

Expertise, creativity and flexibility as well as experience gained through the fascination of light are the strengths of each and every team. Routine training courses ensure we're always up to date when it comes to technical innovations. Lighting concepts and ideas are created with CAD programs and special light planning software on the basis of the corresponding room data. Incorporating customers' specific desires is a top priority. We offer our customers fast communication, allowing them to speak directly to their contact.

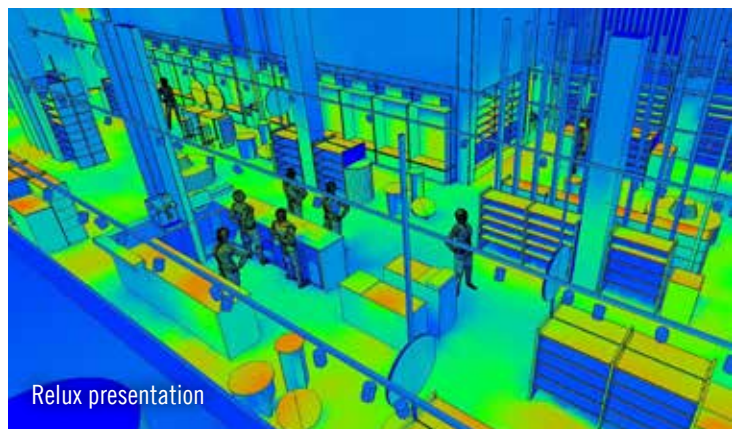


Lighting concept



Lighting calculation

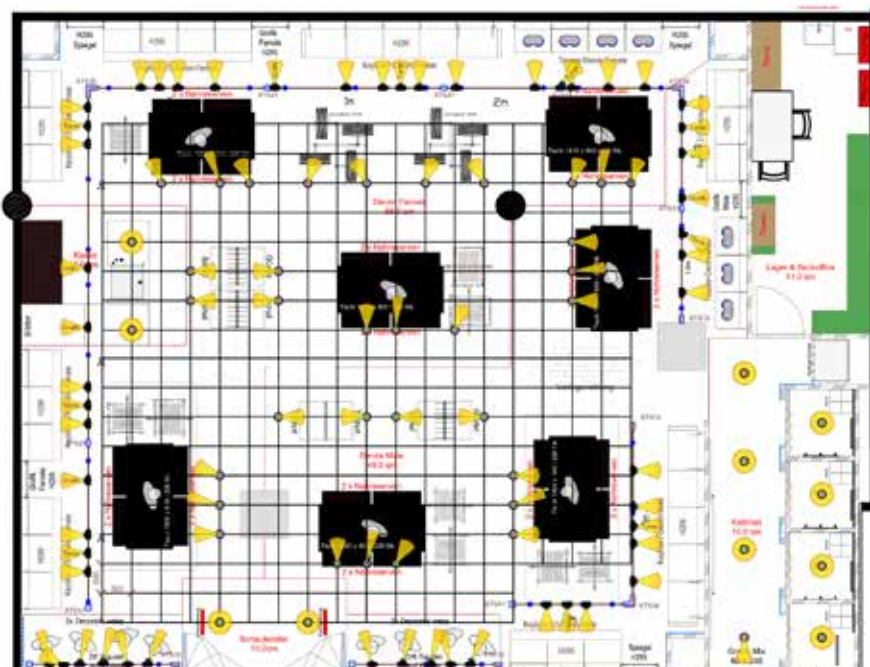
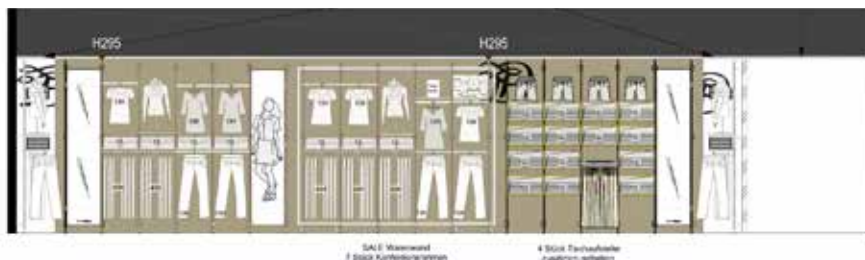
Mandy Diekmann



Relux presentation



## LIGHT PLANNING



Legende		Werktag	Wochenende
1	08:00 - 09:00	09:00 - 10:00	10:00 - 11:00
2	09:00 - 10:00	10:00 - 11:00	11:00 - 12:00
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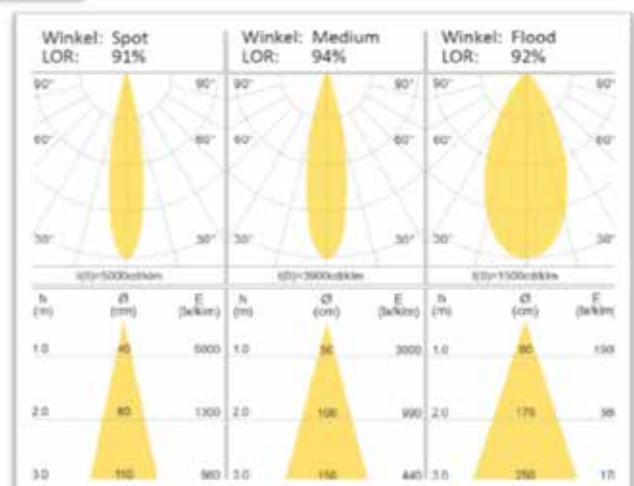
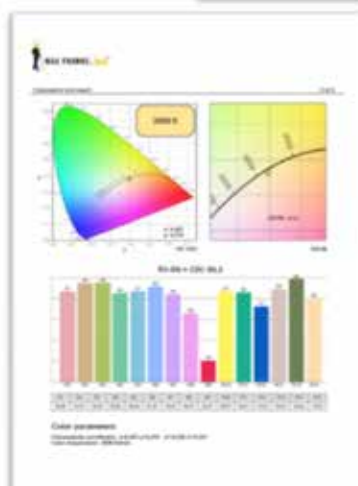
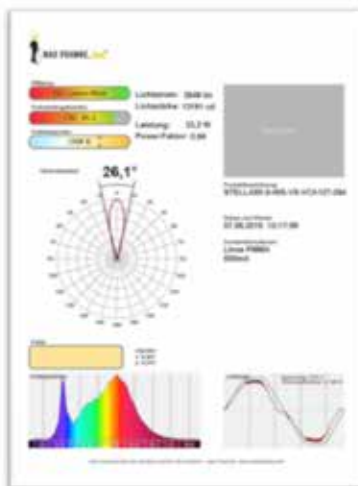
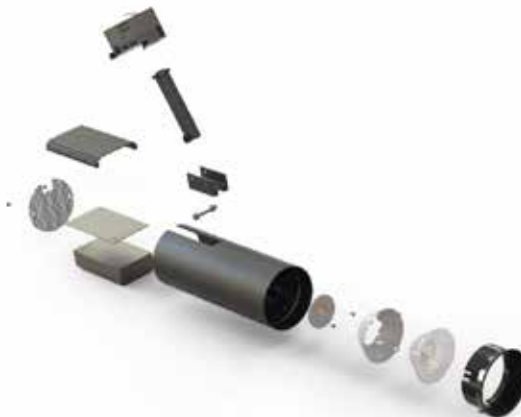






Tim Schwerring, Head of Product Management

Construction, measurement, certification and documentation are all examples of daily work in Product Management





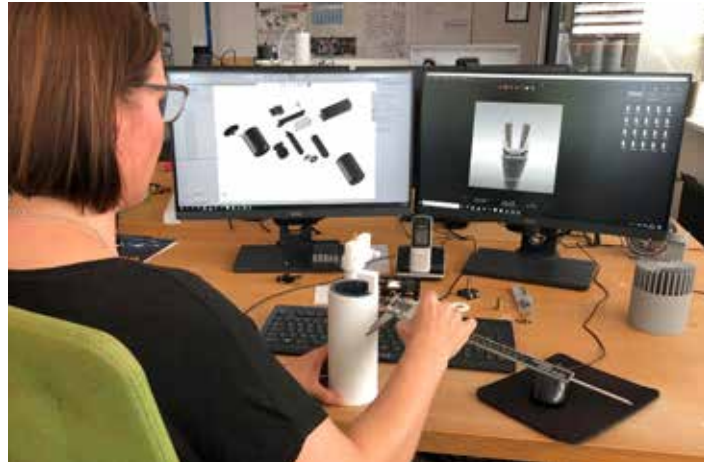
# Product Development

Thanks to my many years of practical experience in shopfitting, I have developed a passion for lighting. Tasked with developing tailored solutions for our customers, my team and I develop reality and practice-based products, all the while carefully considering costs and performance. Maintaining our high quality standards is particularly important to us.

We fulfil our high quality demands, as demonstrated by the fact that our lights and production process are certified. We thus already fulfil the requirements of different countries and locations (including Europe: ENEC, Russia: GOST, USA: UL, Asia: CCC).

Fast-paced development in the LED sector represents a unique challenge. Here we work with leading LED manufacturers which can offer us both the LED modules and the corresponding electronics. We can thus provide warranties of at least five years.

My top priority has always been to ensure the satisfaction of our customers and fulfil the highest quality standards!





Anatolij Hoppe, Head of Assembly

## Production in Hamburg

I work with my colleagues on one of the assembly lines every day and tackle the daily challenges.

Qualified employees with extraordinary motivation guarantee the best results. I take the utmost care to ensure high and, above all else, consistent quality.

All the products undergo a comprehensive final inspection, during which we stamp our name onto the lights and thus demonstrate our responsibility for the successful test. The final inspection is logged and includes a visual and a mechanical inspection as well as a computer-controlled electrical test with function assessment.

I work very closely with our suppliers who manufacture product-specific semi-finished parts in order to maintain an ongoing exchange of expertise. This is the only way to ensure that we can offer our customers the best quality at all times.

A handwritten signature in black ink, appearing to read 'Hoppe', with a long horizontal line extending to the right.

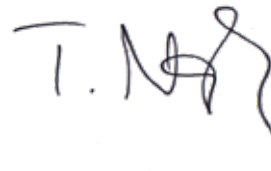


# Elbe-Werkstätten

Elbe-Werkstätten sees it as its duty to provide jobs to more than 1,500 people with disabilities. One of our work groups also found a safe haven here at the MAX FRANKE company in 2010. The two companies have been collaborating for more than ten years. I often hear about how talented and skilled our twelve employees are despite their disabilities. They work in assembly and packaging. For me it's a rewarding experi-

ence to accompany them on their journey of individual development with varied work responsibilities.

Here, interesting tasks, modern workspaces, acceptance and a friendly atmosphere are our travel companions. All this ensures a high degree of satisfaction not only among our employees, but also those of MAX FRANKE.



Thomas Naske,  
ELBE-Werkstätten group leader







Ng Chun Fan, Asia Pacific Manager

## Production in Asia

I grew up in Vechta. German is my native language, but I also speak Chinese. I lived in Asia for a long time. Now I live in Hamburg and am Asia Pacific Manager at MAX FRANKE.

From here, I coordinate our suppliers in China who manufacture semi-finished parts for our lights. Approximately 250 employees work for MAX FRANKE there. Through close collaboration, the semi-finished parts are always delivered on time by sea or, in exceptional cases, by air.

Our future aim is to further expand the vertical range of manufacture in China and produce complete lights, so that we can supply current and new customers directly in the Asian market.

My Purchasing and Product Management colleagues and I visit Asia on a regular basis and maintain contact with our colleagues in Asia with modern communication media at all times, thus ensuring optimal coordination.

*Chun Fan Ng*





PRODUCTION IN ASIA







Björn Schultze, Head of Logistics

## Logistics

‘Just in time!’ – for me and the entire Logistics department at MAX FRANKE, that’s more than just a keyword. Reliable shipping partners deliver on time on a daily basis to locations in Germany, Europe and worldwide.

I’m in charge of everything that has to do with logistics, from acceptance of goods to customs clearance.

This includes daily dispatch, which enables delivery by 8.00 a.m. the next day, same-day express shipments up to 500 km in any direction, a peak transfer of up to 50 pallets a day per freight forwarder, 40 boxes per parcel service, and overseas shipment as far as Russia and the US.

Some of the shipments leave the company on specially designed pallets and in cardboard packaging with the company’s own vehicles. The POL provides nearly 2,000 m<sup>2</sup> of space for storage and dispatch.

A handwritten signature in black ink, appearing to be 'BS', located below the text about the company's vehicles.







LOGISTICS







Robert Pfannenstiel, Service team

## On-Site Services

For MAX FRANKE, Total Customer Care does not end with the sale of products and services, but also includes proper implementation on-site.

We accompany and support your and our projects even after the lights have been delivered. As part of the MAX FRANKE Service team, I travel throughout Europe to serve you.

If desired, we can correctly angle the lights and instruct your employees in decoration with light on-site even before the shop opens its doors.

Our service vehicles are always stocked with spare lights and bulbs. We can also see to minor repairs and process complaints.



MAX FRANKE's on-site services include the following:

- Adjustment of the lights installed in the shop
- Instructing shop employees in decoration with light on-site
- Replacing bulbs for the entire shop
- Installation of light controls



ON-SITE SERVICES







Daniel Wolf, Product Development

## Light Management

Since the switch to LED in 2011, we've gradually increased our focus on (intelligent) light control and various associated technologies. I often try to further develop and effectively incorporate these technologies for our customers.

Intelligent light control can provide significant energy savings.

In retail, our light controls also offer the opportunity to define dynamic scenarios. Based on your desires and the conditions on-site, we can create tailored, dynamic lighting concepts which direct customers' attention to event and highlight surfaces.

We, the MAX FRANKE team, maintain a comprehensive overview of your project. We systematically install light controls on the basis of the surface planning, using a variety of control types (e.g. Bluetooth DALI-2, DMX/KNX) and different technologies (e.g. motion and light sensors).

We'll be happy to reliably and professionally install the light controls for you!

I look forward to creating your special lighting dramatisation for a better experience and more emotion, using our manoeuvrable LED spotlights.



CASAMBI





## LIGHT MANAGEMENT







Jessica Schilling, Management





## POL – our Academy!

At our Point of Light (POL), we offer customer presentations on current topics associated with light. For us, it's important to provide our customers with the best-possible advice and work with them to develop the optimal lighting concept. We provide our customers with the training they need to make the right decision based on all the information available. We're always very open and transparent.

At our POL, we have the opportunity to compare light with different specifications on the same structures, so that everyone can objectively decide which light they like the most. At the same time, we provide information on prices, energy consumption, maintenance costs, warranties and other data

for comparison. The demand for information about lighting has increased significantly in recent years due, in particular, to the switch to LED technology.

We're delighted that lighting is becoming more and more important and increasingly the focus of design in new shops as well as in offices and hotels.

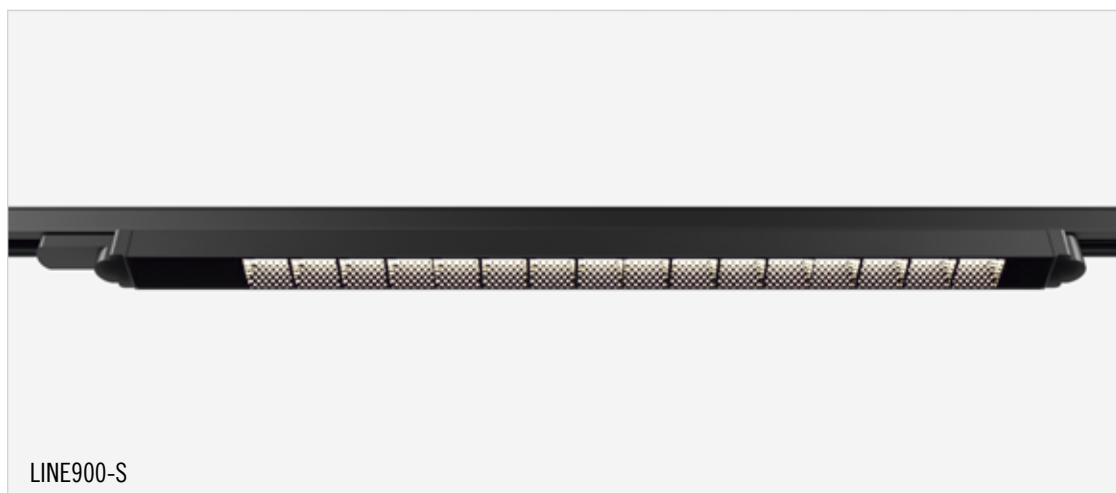
We at MAX FRANKE are passionate about working with light every day and are happy to share our expertise with our customers.

*J. Whithing*

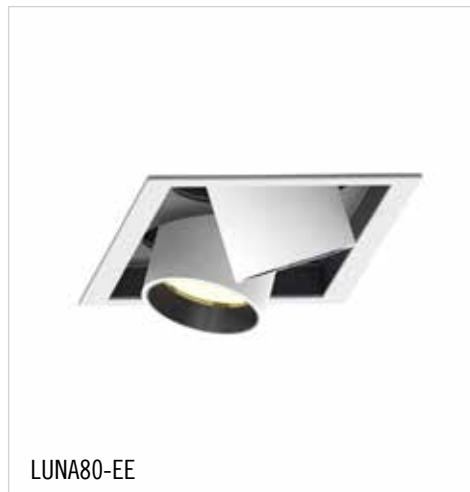
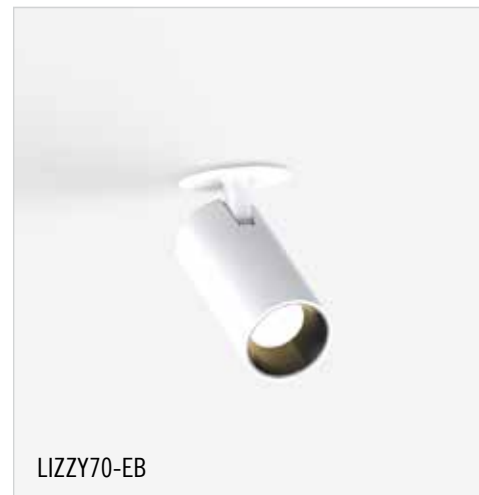
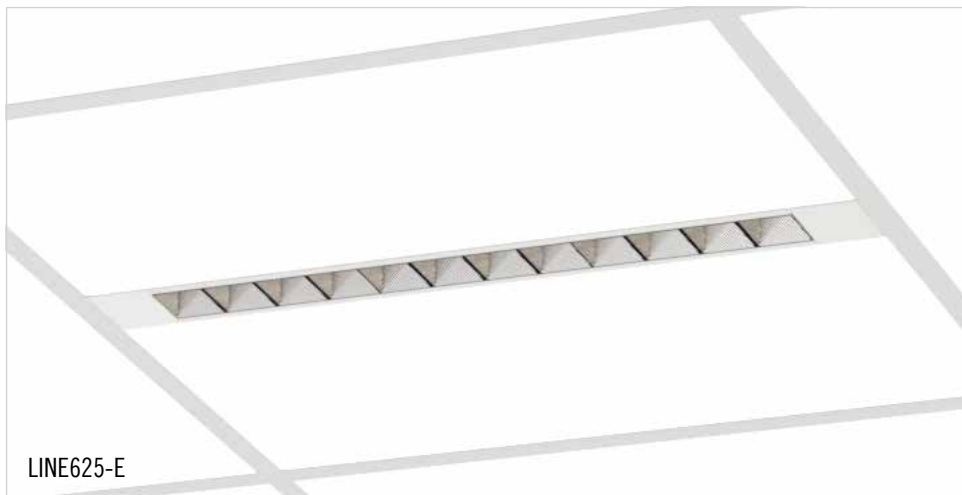




## Surface-mounted Luminaires



# Recessed Luminaires



PRODUCT EXAMPLES



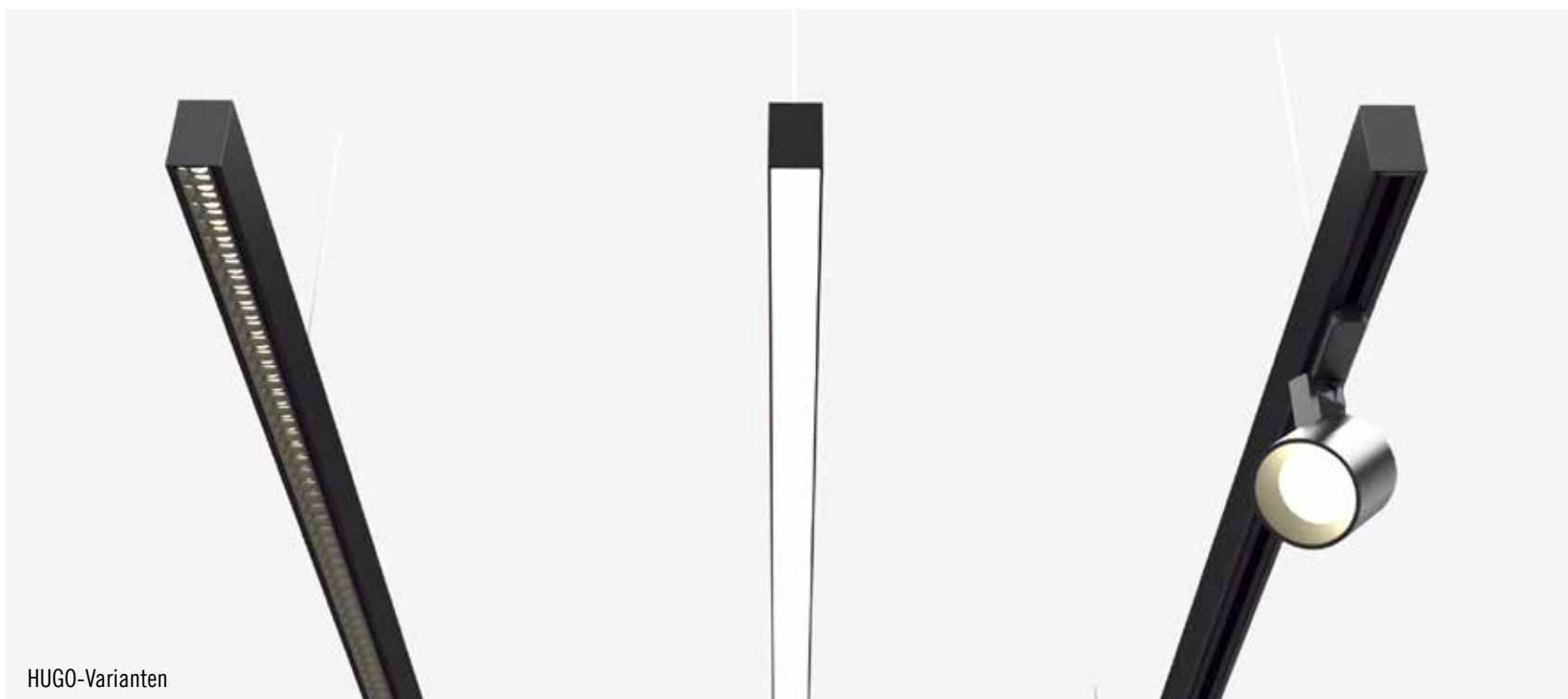




# Linear Luminaires



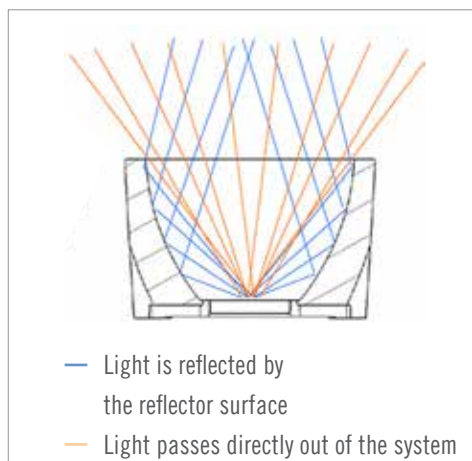
LINION-1500-P



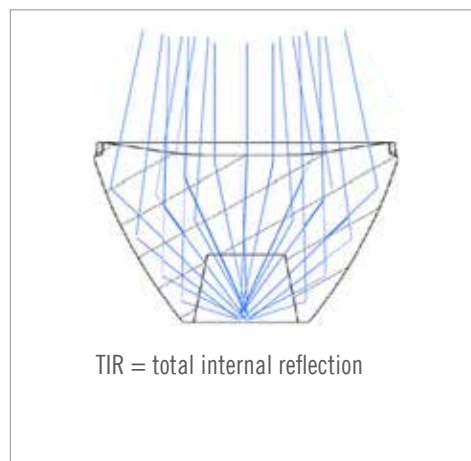
HUGO-Varianten

# Reflector vs. Lens

## Reflector



## Lens



## Explanation

- › Direct light: In the case of the reflector, much of the light passes directly out of the system without being redirected by the reflector.
- › When using a lens, all the light passes through the lens.
- › Most of the lenses used by MAX FRANKE are rotationally symmetric TIR lenses.



The same light, the same settings – with the reflector on one side and the lens on the other:

- › The direct light of the reflector lens misses the target.
- › The lens bundles the light and directs it to the target.
- › The efficiency of the lens light is therefore much better.



- › The direct light of the reflector light creates a quite distinct shadow edge.

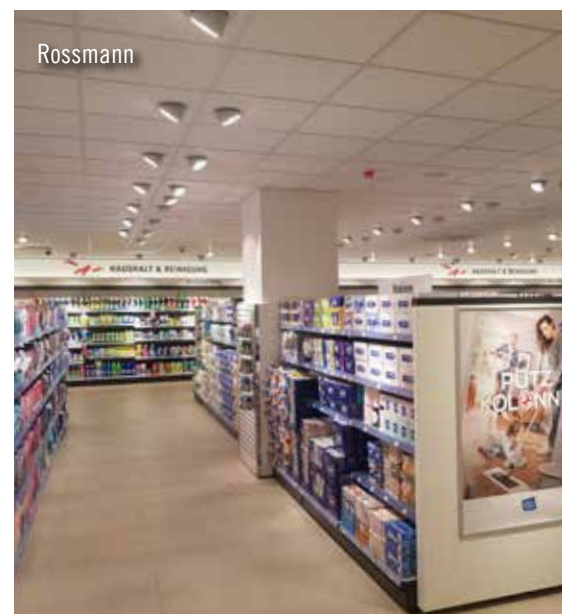
The light distribution of the lens light is more harmonious.







# An Excerpt of our References





BIJOU **BB** RIGITTE

**KRESS**  
MODEZENTRUM

easy **Apotheke**  
einfach viel drin

**Tchibo**

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**Vögele**  
SWITZERLAND

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REFERENCES



# Further Application Areas

## OFFICE

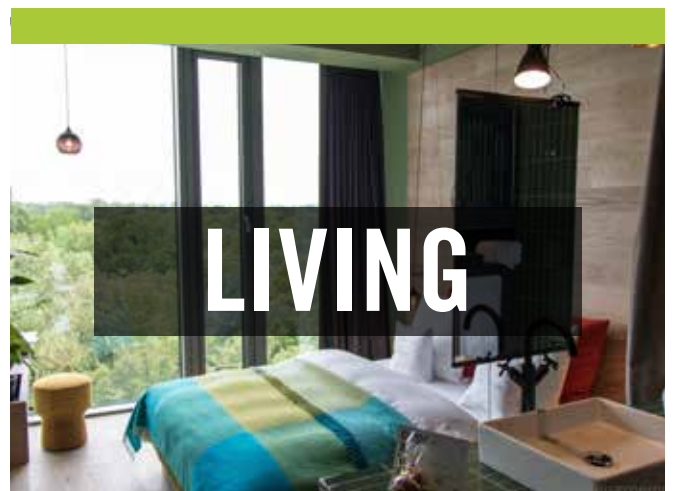
MAX FRANKE is your experienced partner for the planning and implementation of demanding projects in office lighting.

But lighting at an office complex is not limited to the workspace. It also includes general areas such as corridors, stairwells, break rooms, canteens, car parks and facades. All of these different areas have different lighting requirements. Our expertise in lighting is based on many years of experience and comprehensive technological know-how. We specialise in modern, energy-efficient and tailored lighting solutions for all areas of work. Take advantage of our advice, as the demands for the right lighting vary significantly from one office to the next.

## LIVING

MAX FRANKE can implement comprehensive lighting projects for you in the Living segment. Our Living team implements projects in residential buildings, at hotels, restaurants, hospitals, care homes, private properties and many other facilities.

In the Living segment, lighting creates an atmospheric ambience in which guests feel right at home. Sophisticated lighting concepts combine with intelligent lighting systems to create the ideal combination of functional and decorative lighting, helping to ensure that guests feel welcome from the very first moment and enjoy their stay. We'll be happy to work with you to determine your personal requirements, document your expectations and, based on these, develop a tailored lighting concept for you.



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