

Press release

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THORN LIGHTING LAUNCHES 'CITY OF THORN'

Thorn Lighting, the leading lighting and connected solutions provider, has launched City of Thorn, an innovative digital tool that allows lighting designers, installers and building managers to easily find the correct interior and exterior lighting and control solutions for their project.

City of Thorn is a first-of-its-kind interactive 3D city. Customers can explore lighting solutions on desktop or mobile by clicking through various parts of the 3D model. It is available in English, German, French, Spanish and Italian.

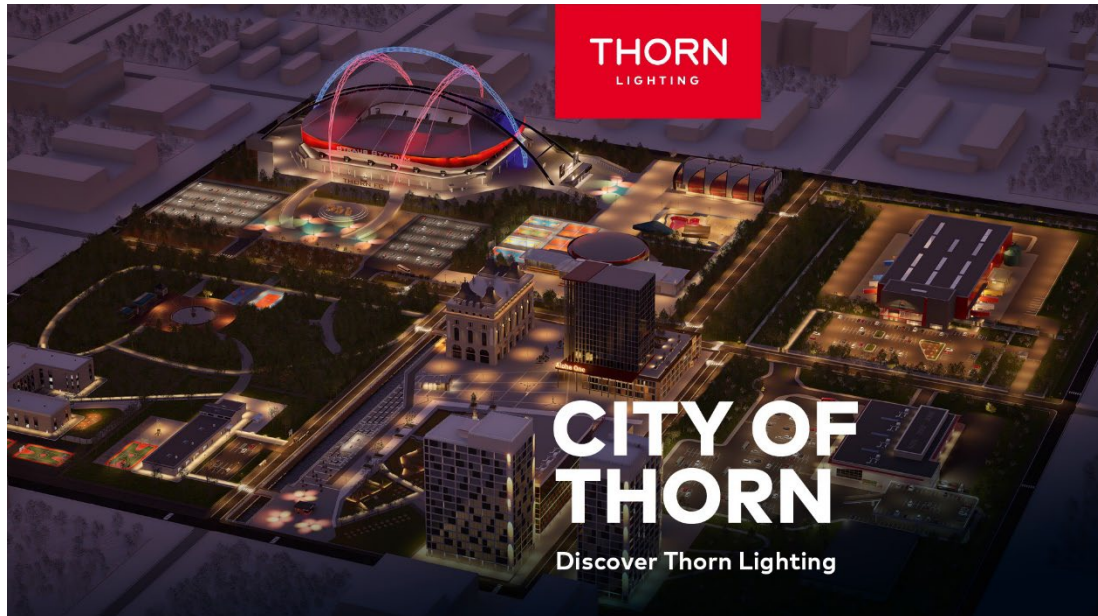
Offering a comprehensive overview of Thorn Lighting's product portfolio, City of Thorn is divided into six areas: Education, Industry, Retail, Sports, Urban & Architectural and Road & Street. Selecting one of these will allow the user to see multiple interior and exterior lighting applications within that sector and view key product information and specifications.

First showcased earlier this year at Light & Building 2024, City of Thorn has been developed to make it as easy as possible for customers to find the products and information they need and has been designed to be universal. Lighting designers and architects can use it as a resource to find the solutions that will best suit a new scheme, while installers can use it on site when engaging with a client about a project, allowing them to quickly and easily highlight relevant products. City of Thorn is also intended as a simple to use tool for facilities managers and building owners, helping them to understand the options available in a clear and visual way.

Saurabh Pandhi, VP Thorn Lighting at Zumtobel Group said: *"We continually strive to offer the best service and support we can to our customers to enable them to succeed in what they do. City of Thorn is the latest result of this commitment and demonstrates our ability to offer the best-in-class lighting solutions and fully meet the needs of application from services through to connectivity. The aim of City of Thorn is to fundamentally improve how customers can engage with us as a partner to ensure a better, more intuitive experience for themselves and their customers."*

To find out more visit www.cityofthorn.com

Images (credits Thorn)



About Thorn

With nearly 100 years' experience in manufacturing and supplying efficient, high-quality and connected solutions, Thorn knows lighting, inside out. Our knowledgeable people provide best-in-class support throughout the entire customer journey, while our extensive portfolio of products and technologies can be used for both indoor and outdoor applications including education, health and care, office, retail, urban life, architecture, sport, road, transportation and tunnel. Our unrivalled expertise and easy-to-use products extend further into our ThornEco range which offers economical luminaires for wholesalers. So next time you Think Lighting, Think Thorn, because we make light work for you. To find out more visit www.thornlighting.com

Press Releations

Hannah Tate

Marketing Content & Campaigns Executive

hannah.tate@zumtobelgroup.com