

**akc**lighting

Company Profile

A complete solution for creating  
**beautifully lit Projects** in budget.

# What we're about

## ■ **Mission**

Provide a complete solution for creating beautifully lit Prime Residential, Hotel/Hospitality and Premium Corporate Projects in budget - making it possible to design, specify, install and commission at the right price, on time - every time.

## ■ **Vision**

To be the lighting 'go-to' for the Region's Designers, Consultants and Contractors - a single solution for all stakeholders in the Project's lighting scheme.

## ■ **Values**

- **Integrity** > we are consistently open, honest, willing to listen and learn.
- **Teamwork** > the journey is a team effort and we deliver our best in all we do, for the good of the team.
- **Agility** > our focus is 100% Client-centric and we ensure their main objective is achieved.
- **Accountability** > to achieve great results through continuous review and improvement - holding ourselves accountable.

**Project >** Lemontree Hotel  
(Guestroom)



making it possible to design, specify,  
install and commission at **the right  
price, on time - every time.**

**Project >** Lemontree Hotel  
(Corridor)



**a single solution** for all stakeholders  
in the Project's lighting scheme.

## Our agile approach

- We supply an optimised \*range of high-grade Architectural fixtures > Downlights / Track Lights / LED Strips & Profile / Recessed Channels / Exterior and more. The range covers the vast majority of ambient, accent and task lighting applications, at similar specs of fixtures from renowned global brands - without any compromise in design, finish or technical performance and most importantly - in budget.  
**\*non-standard items are also available to spec/budget > we source/manage packages according to Client requirements.**
- We supply made-to-order Decorative fixtures, fully bespoke to Client specifications. We provide many Projects with full-package solutions that range from simple to complex, always keeping one thing in mind - the Client's main objective.
- We support the installation and commissioning process by providing on-Site guidance and advice, ensuring a smooth handover. Post-handover we're available to iron-out any issues, providing the Client/end-user with peace-of-mind.

**Project >** Lemontree Hotel  
(Lobby)



# Optimised Range

## 1. Recessed Downlights

Single, Double, Triple-lamp / IP20, IP44, IP54-rated / Fixed, tilt, tilt & rotate / trim and trimless fixtures

## 2. Recessed / Surface Spotlights

Trim and trimless / surface mounted / multiple options

## 3. Surface Downlights

Single, Double, Triple-lamp / IP20, IP54-rated / Fixed, tilt and gimbal / Pendant variants available

## 4. Track Lights

1-phase, 3-phase and low voltage (48v) / 0-10v and DALI / trimless, recessed, pendant and surface track

## 5. Recessed Channel

Single and double Downlights / adjustable spotlights / trim, trimless mounting / multiple width options

## 6. LED Strips & Profiles

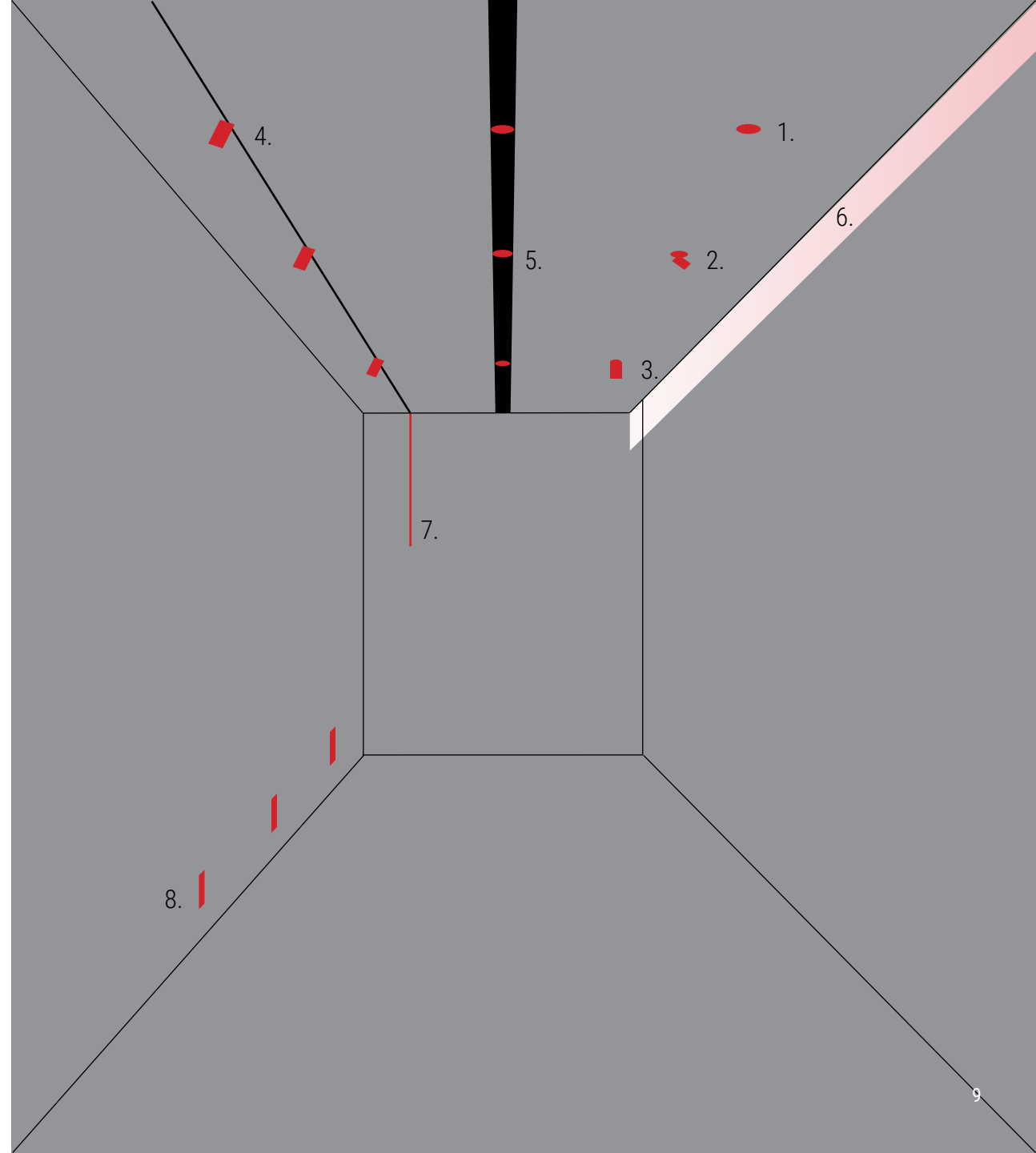
Multiple options to suit most major applications for both direct and indirect light

## 7. Line-of-light

Trimless, recessed, pendant and surface options / 0-10v and DALI - homogenous, dotless linear lighting

## 8. Wall Markers

Trim and trimless / square and rectangular options



An aerial photograph of the Sweden Palace hotel in Dubai. The building is a multi-story structure with a prominent, large, geodesic glass dome on the top floor. The facade is primarily glass with gold-colored frames. A balcony with white lounge chairs is visible on the second floor. In the foreground, there is a rectangular swimming pool with a blue interior, surrounded by a paved deck with white lounge chairs and a small outdoor seating area with white sofas. The hotel is situated on a lush green island with many palm trees. To the right, a wide, sandy beach curves along the edge of the island, meeting the turquoise waters of the sea. In the far distance, the Dubai skyline is visible across the water under a clear blue sky with a few wispy clouds.

**Project >** Sweden Palace  
(Pool @ Rear)

## Your main objective?

We begin the journey with an assessment to confirm exactly who the Client is and their main objective:



### In budget

- Seeks maximum value - the budget is defined after the concept's design
- Primary goal is keeping in-line with the concept but at the best possible price

or...



### As specified

- Seeks a clearly defined specification using a fixed budget at the concept's design
- Primary goal is design integrity, with Concept in budget using only the specified

or...



### Within deadline

- Contractor seeks smooth and timely handover within allocated budget
- Cost in Project budget is key but handover without penalties is the primary goal

or...?

**Our focus is 100% Client-centric** > clearly defining your main objective is vital to achieving a beautifully lit Project.

**Project >** Sweden Palace  
(Living Room)



## Our target Clients...

### ■ Interior Designers

We enable realisation of design intent.

### ■ Lighting Designers

We're the credible alternative.

#### We're the ideal solution when:

- Your Client wants great lighting in a budget that won't allow use of the more costly specified fixtures from well-known global Lighting brands (value-engineering).
- You want to deliver a stunning concept and require a range of fixtures that will cover all lighting applications without aesthetic or technical compromise, in Client budget.
- You require a company that is with you until handover and with your Client during the full life of the warranty period, providing support and back-up when required.

#### We're the ideal solution when:

- The Contractor and/or the Client has asked for a value-engineered option for your lighting specification that is able to do the same task at a lower price, with no compromise in quality of light or aesthetics, in keeping with your Concept.
- You require technical support and want the right samples to swiftly reach firm approval
- You need a supplier that will support the Contractor pre and post-handover stage, enabling you to sign-off the job with confidence

## Our target Clients.

### ■ Engineering Consultants

**We provide a robust solution.**

### ■ Fit-out Contractors / Developers

**Meet deadlines in budget.**

#### **We're the ideal solution when:**

- You require a robust and technically proven solution for your Project's interior lighting.
- You need a range of lighting fixtures that is tested and certified to International standards.
- You require technical support and swift samples to reach firm approval quickly and hassle-free.
- You need support and guidance for the Contractor to ensure the Designer's concept is delivered both on time and in allocated budget.

#### **We're the ideal solution when:**

- Your Project is on a tight handover deadline with the possibility of penalties for delayed handover and you need short lead times.
- You require a single-source of high-grade lighting fixtures, that are in keeping or closely match the Design intent, in your Project budget.
- Your installation team / MEP Contractor needs guidance and support during the key periods - installation, testing / commissioning and post-handover, to iron-out any issues.

**Project >** The Manor Hotel  
(Guestroom)



## Our core Project types

Designed to enhance the premium finishes and furnishings of high-end Projects, our range is ideally suited for:

- **Prime Residential** (High-end Villas & Apartments)
- **Hotel/Hospitality** (From 3\* to 5\* / Retail and F&B outlets...)
- **Premium Corporate** (Offices, Executive Suites, Experience Centres...)

### The range also:

- includes a 5-year warranty as standard (unless stated otherwise)
- has no minimum order requirements and selective items available on short lead times
- includes Certification to International standards and is fully tested
- enables customisation for large-scale Projects (MOQ applies)

**Project >** The Manor Hotel  
(Lobby)



## 3-stage journey

1

### Concept Design

#### Assessment > main objective

Each target segment has different needs and tasks. At this primary stage of the Project lifecycle, our priority is to listen and gain insight as to how/if we can add value to the interior lighting scheme, after clarifying who the Client is and their main objective.



2

### Proposal Validation

#### Approval > delivery

Our proposal is validated by the Designer and/or Client, following acceptable feedback of quotations, datasheets, schedules and physical samples. At this stage the Purchase Order is finalised and the required fixtures are then manufactured, with samples provided to the nominated Contractor to ensure goods delivered are exactly as ordered.



3

### Realisation

#### Installation > handover

The Contractor requires support at many stages, as there are multiple factors to consider. We assist the installation team by providing guidance and supervision, where required. We are always at hand to support smooth commissioning and iron-out any issues both pre and post-handover.

**Project >** The Manor Hotel  
(Corridor @ 1F)



# Brand Positioning

## Positioning Statement:

'For Prime Residential, Hotel/Hospitality and Premium Corporate Projects, AKC Lighting supply solution-based packages that provide Clients with high-grade Architectural and Decorative fixtures without aesthetic or technical compromise, at the right price, on time - every time.'





**Project >** Lemontree Hotel  
(Waiting Area)

## Product Quality

### ■ **Contract-manufactured**

Our full range of fixtures has been created in Solidworks by Professional Luminaire Designers - every model is prototyped using the latest 3D printing methods. We have very strong relationships with our manufacturing partners, who have robust and credible quality assurance procedures in place - ensuring consistently high quality. Our range is available with no Minimum Order Quantity (MOQ), which makes us the ideal single solution for Projects of all sizes. From a Studio apartment to a 700-key+ Hotel, we enable the Contractor to deliver the concept with no restrictions on supply and no grievances over Product quality.

### ■ **Testing**

Our fixtures conform to the requisite International Standards (EN-60598-1 / EN-62031: 2008) and we can conduct 3rd party testing for our Product range with LUX-TSI (UK) and Intertek (China), in addition to our Partner's in-house labs, which test to both LM-79 and LM-80 standards, to ensure complete data integrity for accurate lux-calculations.

### ■ **Declaration of Conformity**

All fixtures are CE-standard and are suitable for markets operating at 220-240vAC



intertek



CE

**Project >** The Manor Hotel  
(Waiting Area)



Corporate  
Clients  
(end-user)



A selection of end-user Project Clients that AKC Lighting has supplied either directly or via 3rd party Distributors. Full Project List available on request > please contact us.

**Project >** The Manor Hotel  
(Lift Lobby)



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