



Subject: Signify Brand Updates

Date: January 16, 2019

Dear Valued Customer,

As you know, in 2018 we changed our company name from Philips Lighting to Signify, and our legal entity in Canada becomes Signify Canada Ltd. effective January 28, 2019. As we continue our transformation, we are pleased to inform you that we have made the decision to simplify some of our product brand names. This means that from end of January 2019 onwards, we are returning our professional brands in the Americas, along with our global professional specialty brands, to their original forms in an effort to streamline and localize our message to the market.

These brands will be offered under our company name. Please see the Appendix to this letter for specific details regarding the relevant brand changes.

While we are making this change for North America, we will continue to use the Philips brand as our primary and premier brand globally for lighting lamps and luminaires, and also in the Americas for most of our lamps and some luminaires.

What does this mean for you?

Everything that you know and trust about our lighting brands remains the same – the same product numbers, the same catalog names, the same manufacturing facilities, the same warranty and the same quality and performance. This will allow you to easily find the products that you need.

As the global leader in lighting, we are pleased to be offering our customers the widest portfolio of lighting brands that reinforce the meaning and value of light worldwide. We remain committed to developing these brands and businesses which reflect our proud heritage while providing you with the innovation, service and quality that you expect from us.

We thank you for being with us on this journey and look forward to providing you with the same service and quality that you expect from us.

If you have any questions, please contact your local Signify Account Representative, or Regional Sales Manager.

Best Regards,

Greg Blackett
Head of Marketing, Signify Canada Ltd.



APPENDIX: The brands below will be offered under the name Signify (scroll further for visual representation)

Professional Luminaire Brands in Americas (will receive the “by Signify” designation)

- Ledalite
- Lightolier
- Day-Brite
- Day-Brite CFI (for Canada)
- Lumec
- Gardco
- Hadco
- Stonco
- Keene (for Canada)
- Chloride (US only)

Global professional brand (will become stand-alone brands under Signify umbrella)






- Color Kinetics (includes Color Kinetics Vaya Series)

Entertainment brands (will become stand-alone brands under Signify umbrella)

- Vari-Lite
- Strand Lighting -> Strand

Electronics Brands in Americas

- Advance (ballasts/electronics) – “by Signify” designation
- Bodine (emergency lighting) – under Signify umbrella

From	To
PHILIPS bodine	bodine
PHILIPS  COLOR KINETICS	 COLOR KINETICS
PHILIPS ADVANCE	ADVANCE by Signify
PHILIPS Day-Brite CFI	Day-Brite CFI by Signify
PHILIPS  GARDCO	 GARDCO by Signify
PHILIPS HADCO	HADCO by Signify
PHILIPS KEENE	KEENE by Signify
PHILIPS  LEDALITE	 LEDALITE by Signify
PHILIPS LIGHTOLIER	LIGHTOLIER by Signify
PHILIPS LUMEC	LUMEC by Signify