



OSRAM Company Backgrounder

Company profile

Headquartered in Munich, OSRAM is one of the two largest lighting manufacturers in the world. The company employs more than 39.000 people throughout the world. In the 2009 fiscal year (to the end of September) sales amounted to 4 billion €. With sales outside Germany accounting for 88 % of total turnover and 46 factories in 17 we are a true global player.

Mission

For more than 100 years, OSRAM has been "passionate about intelligent light" We offer customers energy-saving lighting solutions for all walks of modern life. Our extensive portfolio includes not only lamps and opto electronic semiconductor light sources such as light-emitting diodes (LEDs), LED systems and LED luminaires, but also electronic control gear and light management systems. As a globally operating company, OSRAM also explicitly encourages socially and environmentally responsible policies around the world - as well as sponsoring art and culture at home and abroad.

Innovation, the motor for growth

Outlay on research and development is around 6.6% of sales, close to 50% for SSL. Today, OSRAM is a high-tech company in the lighting industry. Over the next few years OSRAM expects strongest growth in innovations. OSRAM generates over 66 per cent of sales from energy-efficient products.

Over 100 years of OSRAM

The OSRAM brand name was registered way back in 1906 and is one of the oldest trade names still recognized throughout the world. On July 1, 1919 AEG, Siemens & Halske AG and Deutsche Gasglühlicht AG (Auer Gesellschaft) merged their light bulb production activities. Today, Siemens AG is the sole shareholder in OSRAM GmbH.

Executive Board of OSRAM GmbH

- Chief Executive Officer (CEO) - Martin Goetzeler
- Chief Financial Officer (CFO) - Thomas Schaffer

OSRAM in UK

- OSRAM brand has been present in the UK for over 90 years
- Today: sales and marketing focus supporting UK and Irish markets
- OSRAM UK Employees = 100
- 20% market share of UK professional lighting
- Sales and marketing offices in Langley, Berkshire and St Helens, Warrington.
- OSRAM UK has a strong reputation within the industry for delivering innovative, quality lighting solutions via highly trained employees.
- The OSRAM Light Studio (OLE) at the Langley office is a centre of learning for lighting
- OSRAM UK operate within a broad market structure including wholesale, retail, automotive, OEM
- Traxon UK are based within the OSRAM UK Langley office



- OSRAM UK are the preferred lighting partner of Carillion plc; one of the UK's leading support services and construction companies, with operations in areas vital to society: health, education and regeneration, road, rail, defense and commercial property. Carillion provide high quality, cost effective and sustainable solutions.
- OSRAM's energy-saving solutions were installed within over 300 Bupa care homes. A simple replacement of 100W traditional light bulbs achieving energy savings of around £57,500 per year.
- In total 8,750 100W Classic A GLS incandescent lamps were replaced with 70W Classic A HALOGEN ECO Classic lamps to significantly reduce energy consumption and save money on overhead costs. As an additional benefit these lamps are fully dimmable meaning they work with dimmer switches already installed in each bedroom.

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