

Lighting Design Solutions



We are

We have 30 years illuminating,
designing & innovation.

We work in multidisciplinary teams;
designers, engineers, anthropologists.

We combine cutting edge technology
and extensive experience in lighting
engineering

Customers worldwide

Extensive experience in international
market

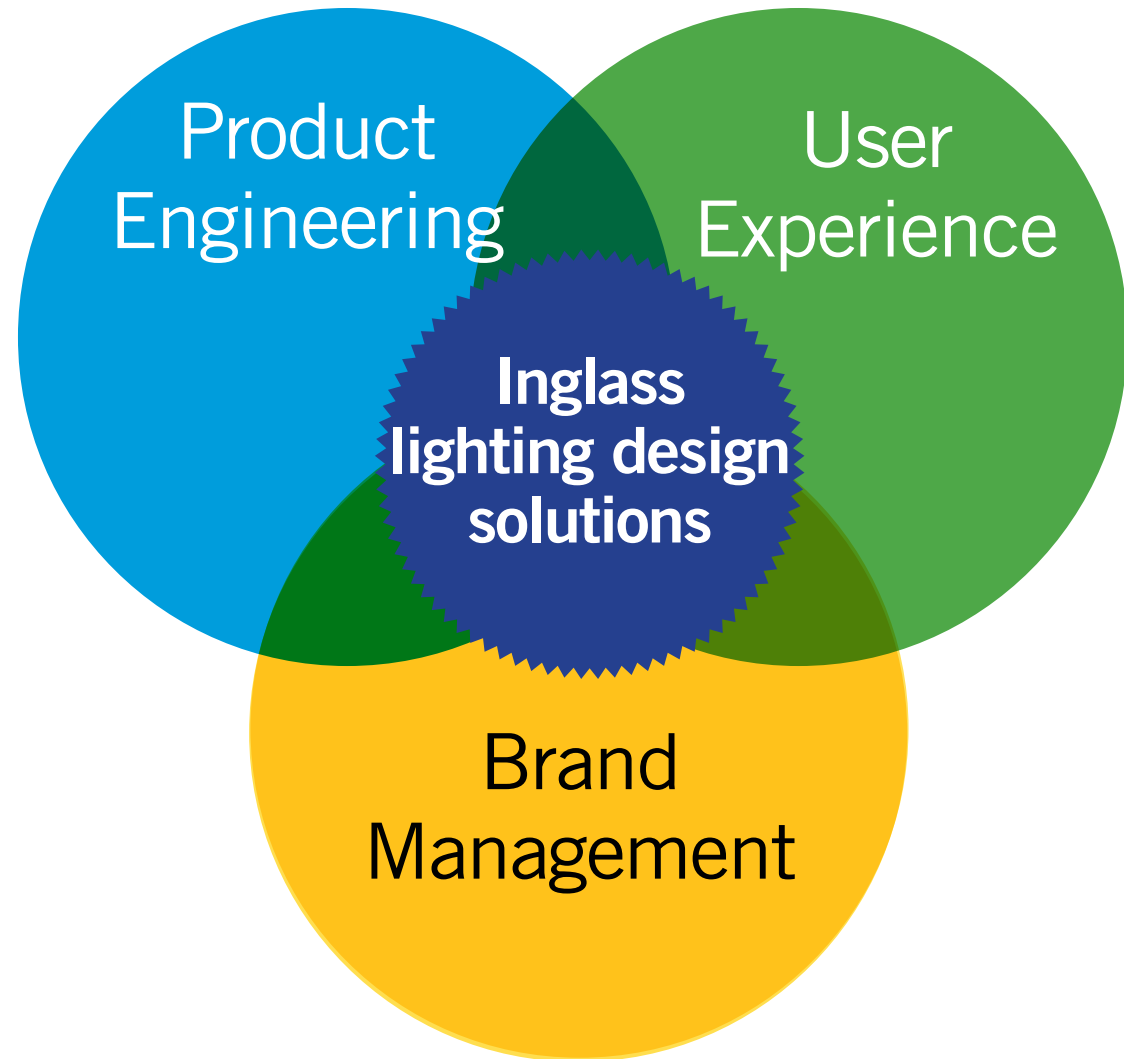


How we work

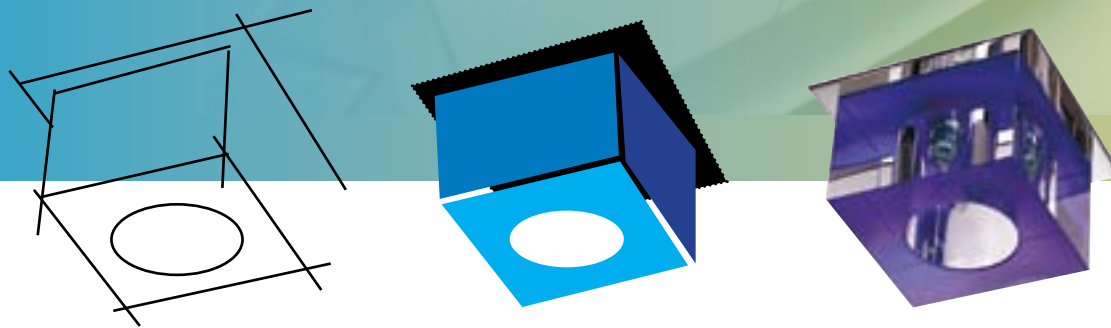
Inglass lighting design solutions combines:

- Product Engineering
- User Experience
- Brand Management

We help create the total experience, function, appearance and value of products, systems and services for the mutual benefit of both the users and the manufacturer.



State of the art product engineering



State of the art product engineering

Our products are designed following high quality standards.

Our team of engineers and designers work together combining art and engineering experience in lighting, sustainable materials and environmentally friendly, to offer innovative, safe and quality products.

We believe in design to improve the quality of life of people and the environment.



User Experience



User experience

In Inglass we know that each living space requires its own specific lighting.

People perceive and experience lighting in different ways, not only functionally but emotionally.

It is well known that lighting can reduce people's anxiety, promote wellness or create thrilling experiences.



It is very important to consider and understand the user's context and environment where the lighting products are designed for:

- domestic
- hotels
- restaurants
- offices
- shops
- shopping centers
- public spaces, etc...



Brand Management



Brand Management

To ensure that our client's lighting products are perceived by customers as a cohesive offering with brand recognition.

This includes from clear product design attributes and product architecture to corporate identity, packaging and marketing materials.



Collaborative Framework



**PRODUCT
STRATEGY
MANAGEMENT**

**PRODUCT
ENGINEERING
& DESIGN**

**DESIGN &
INNOVATION
RESEARCH**

**BRAND &
COMMUNICATION**

Product strategy management

- ✓ Define the product strategy for context of business opportunity
- ✓ Jointly analyze both strategic and tactic objectives
- ✓ Create the right basis and understanding for the project
- ✓ Agree and commit on the different deliverables



Design & Innovation Research

Based on user research

We have a user driven approach where the needs of the user is the foundation for a successful result.

In order to fully understand the needs and preferences of all stakeholders, including the final users, we conduct a combination of qualitative design research:

- User research: current inquiry on user segmentation, customer satisfaction, etc.
- Innovation workshops with key stakeholders of the context of business opportunity to gather real product interaction insights and design drivers.

usuarios



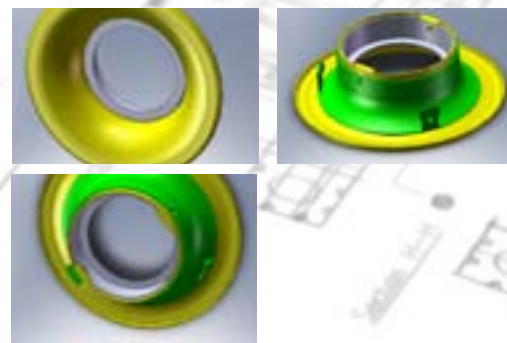
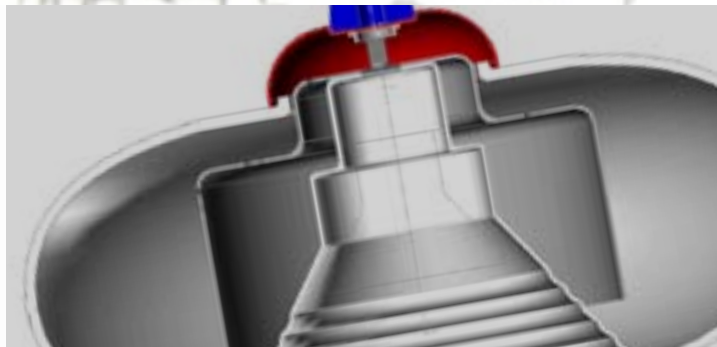
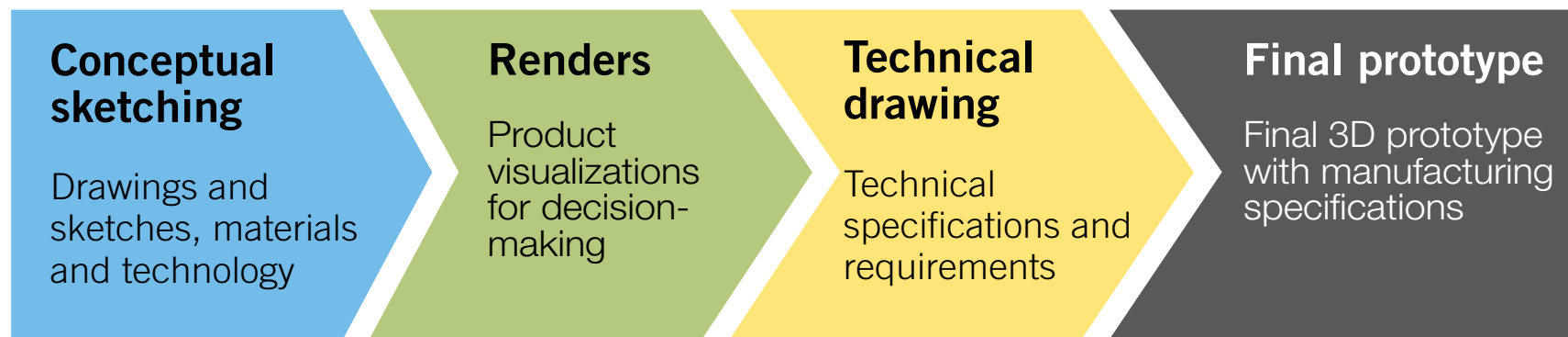
colaborar

concepto

análisis

Product Engineering & Design

From the critical scenarios for use and experience identified in the innovation workshops, the product engineering and design team work on the product opportunities for optimal customer experience, following the process:



Brand & Communication

- Packaging design
Customized design for all products, considering brand and visual identity issues, including product descriptions and installation instructions.
- Promotional flyers
Showcasing the products with the right communication drivers for the target user.
- Brand consistency across channels: catalog, web, etc..
- Tradeshow, fairs and presentation events design

