



## Press Release

# Decor-Lighting: The „young line“

With Decor-Lighting Kny Design positions a new young product line

(Ramingdorf, March 2014) „With Decor-Lighting we can offer specially to the young and intrinsically creative audience“, CEO Harald Kny is pleased with the new design program in his house. The idea behind Decor Lighting: Special films are mounted on backlit crystal glass panels. The customer can choose the designs from a wide range of existing ones or even submit his own ideas for development. The special processing allows for 3-D effects. „Decor-Lighting items are more than just lighting – Decor-Lighting is an innovative lighting concept that adapts to an individual living concept and creates a room of particularly harmonious, stylish beauty“, explains Decor-Lighting founder and mastermind Markus Prebeck.

Since the beginning of 2014 Decor-Lighting is part of Kny Design GmbH. „I met Harald Kny at a trade show 2012 in Frankfurt. From the beginning, the chemistry was right and it was clear that our young products which we launched in 2012, are the perfect fit to the long-established house of Kny Design“, says Markus Prebeck. Harald Kny in turn, was enthusiastic about the idea and the technical know-how. „Since we both place great emphasis on exciting ideas and solid workmanship, it quickly became clear to me that we would work well together.“ The integration of Decor-Lighting in the Kny Design GmbH took only a few months.

Harald Kny and Markus Prebeck unanimously: „Together, we will conquer new markets and an audience of young and young at heart creative minds. One step toward this is the first joint appearance at the international Light + Building Fair, which takes place in Frankfurt from late March to early April 2014.“

### Decor-Lighting: What's behind it ...

In the Decor-Lighting program <http://www.decorlighting.at/> you will find a large number of young, modern designs and it is even possible to create your own design. For example a special shape of the light or a specific pattern or motif for a standard lamp. Decor-Lighting then produces from existing designs or customer designs, the individual item. "We just do not mass produce. Each lamp is adapted professionally to customer design requirements“, says Markus Prebeck, Decor-Lighting inventor and product line manager at Kny Design.

The Production Process: The 6 mm crystal glass plate is edge-polished, the respective designs are applied on the front and / or back – depending on the angle, the viewer has a 3D view. The glass elements are securely attached with stainless steel screws. A special surface protection in turn guarantees the safe and easy cleaning of the lamp. The removable elements also allow for a comfortable handling. The high-quality oven baked motif films provide a first-class brightness and color intensity.



The Decor-Lighting system is also flexible, when the home furnishings are renewed or changed: The existing glass panel can easily be replaced with a new panel with a new design – the complete replacement of the lamp would not be necessary.

„With Decor-Lighting, young individual design meets the long-established house of Kny Design, an equally innovative and tech savvy partner. Together, Decor-Lighting can achieve further technical developments, such as integration of the pioneering LED technology from Kny. In the medium term, we intend to collaborate with interior designers and home designers. Together we can certainly find completely new solutions for new customer groups“, Markus Prebeck reflecting on the near and distant future.

(End)

More information and pictures online at:

<http://www.kny-design.com/press.html>

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Image description:

*The new Decor-Lighting program presents a large number of young, modern designs.*

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### **About Kny Design GmbH:**

In 1956 „Bruno Kny & Son“ was launched with headquarters in Ramingdorf, Lower Austria. The company is specialized in innovative lighting design solutions. The core competences of the family business in its third generation lie in lighting design, glass design and metal construction. Kny Design GmbH generates an annual turnover of almost six million Euros with around 50 employees. The company export rate of 70 percent goes to the main markets: Germany, the Arab world, Russia, China and India.

<http://www.kny-design.com>

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