



PRESENTATION

2012  blachere[®]
illumination



Blachere illumination, a family business

Yes, Blachere illumination has always been managed by Jean-Paul Blachere, in collaboration with his nephew, son-in-law, daughter, etc. It is important to note that the history of this company is more human than filial, and those who go along with Blachère Illumination know this and have been working in this direction for a long time. It is the men and women, with their diversity and professionalism, who are the strength of the company.

Is the company listed on the stock exchange?

The capital belongs entirely to the family. Blachere has never made the decision to carry out any financial or stock market operation, even though it has been approached many times. The company values its freedom, flexibility and identity.

How many employees does the company have?

100 staff are employed throughout the year, and this number doubles during the season.

What are the specific characteristics of Blachere Illumination compared to its foreign competitors?

Creativity, quality, adaptability and reactivity.

Is Blachere Illumination only for professionals?

No. Since 1998, the company has developed a retail department which, through central purchasing units, offers lighting products for the home. This department has shown good progress, with forty or so central purchasing units among its biggest customers in France and Europe.

Are there different brand names under the Blachere Illumination umbrella?

The professional range is known under the name Blachere Illumination. Beelight, Léalight and Clair de lune are brand names which are distributed on the home market.

In which countries is Blachere Illumination established?

United Kingdom, Spain, Portugal, Italy, Slovakia, Hungary, Austria, Belgium, Romania, Netherlands, United States, Canada, Brazil, Colombia, Sweden & Africa.

Does Blachere Illumination take care of the whole process : creation, assembly, maintenance, dismantling?

Yes, but there again it all depends on the customers' expectations.

Can Blachere Illumination produce a creation provided by a third party?

Each year, nearly 10,000 special products come out of our workshops, which are often original orders. We can obviously design, make and deliver all lighting projects, anywhere in the world.

Since when has Blachere Illumination been involved in sustainable development?

The company has been in favour of sustainable development since 2002, the year when the Foundation was set up and the LED was introduced in lighting products. The Charter for sustainable development, issued in 2007, supports and publicises this commitment.

How is this ecological commitment specifically demonstrated?

The company is particularly keen to show its commitment by specific actions to protect the environment. The sustainable development plan present in the company's Charter summarises in chronological order the successive operations carried out since 2002 in the company and on its products.

Does Blachere Illumination impose its sustainable development criteria on its customers?

No, but through its Charter, the company encourages its customers to orientate their choices towards more ecological solutions. It demonstrates that street lighting can be incorporated in a global town planning project based on sustainable development.

Does Blachere Illumination meet the criteria for obtaining certification to ISO standards, and if so, which?

The company is preparing for ISO 9001 quality certification for March 2008. For this, it has worked on all its internal processes, to ensure control of critical phases and measure performance. All the staff are participating in this project managed by the Quality Control Manager.



1972

After an activity dedicated to sound, Jean-Paul Blachère creates the "lighting" activity. Introduction of the first lamp motifs on wood panels.



1974

Creation of the first lamp motifs on a steel structure.



1987

Discovery of string lights
– first applications
– new graphic freedom.



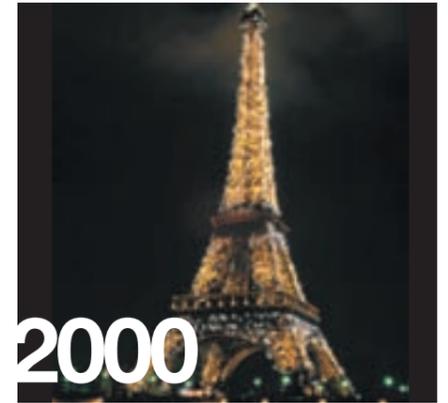
1992

Illumination of the Palace of discovery at the Seville Universal Exposition: 14 kilometres of string lights decorate the monumental sphere. Start of light architecture.



1998

Blachere Retail Dpt launches itself onto the home market with innovative fun products.



2000

Illumination of the Eiffel Tower to celebrate the new millennium, using Blachere Starflash lights.



2001

Opening of the first branch, Blachere UK. Portugal, Canada, USA, Spain, Germany, Slovakia and Italy will then follow.



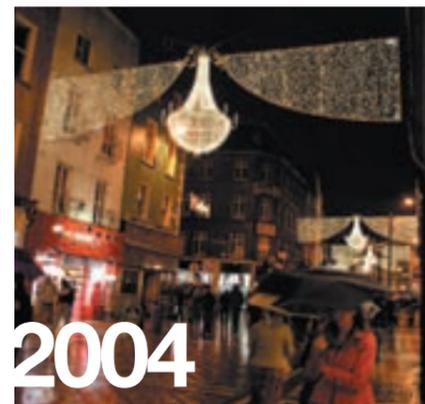
2002

Motifs are now mounted on an aluminium structure. Start of the company's environmental commitment. First projects aiming to promote contemporary African art.



2003

Introduction of white and blue LED in lighting. This energy-saving system permits brightness control, prolongs duration and limits pollution caused by this source.



2004

Appearance of the warm white LED, a product devised by Blachere Illumination. Inauguration of the Jean-Paul Blachère foundation dedicated to contemporary African art.



2007

"Champs Elysées" Illumination using innovative products created and developed for this project.



2009

As a precursor, Blachere Illumination includes Video and lighting effects in its projects.

france

2 regional managements (North, South)

16 chargés d'affaires are dotted across the country, to be closer to our customers.

60% of the municipalities of over 5000 inhabitants have confidence in us in metropolitan France and the overseas Departments and Territories.

10,000 computer graphics simulations produced per year, of which 10% are on video so our animated products can be better appreciated.

2000 custom-made motifs, non catalogue, specially designed.

550 invitations to tender responded to per year.



▲ ▼ Laval (53) 2011



▼ Saint Rémy de Provence (13) 2011



▼ Besançon (25) 2011



▼ Alpes d'Huez (38), 2011



▼ Avignon (84) 2011



▼ Puteaux (92) 2011



▼ Brest (29) 2011



▼ Menton (06), 2011



▼ Bordeaux (33) 2011



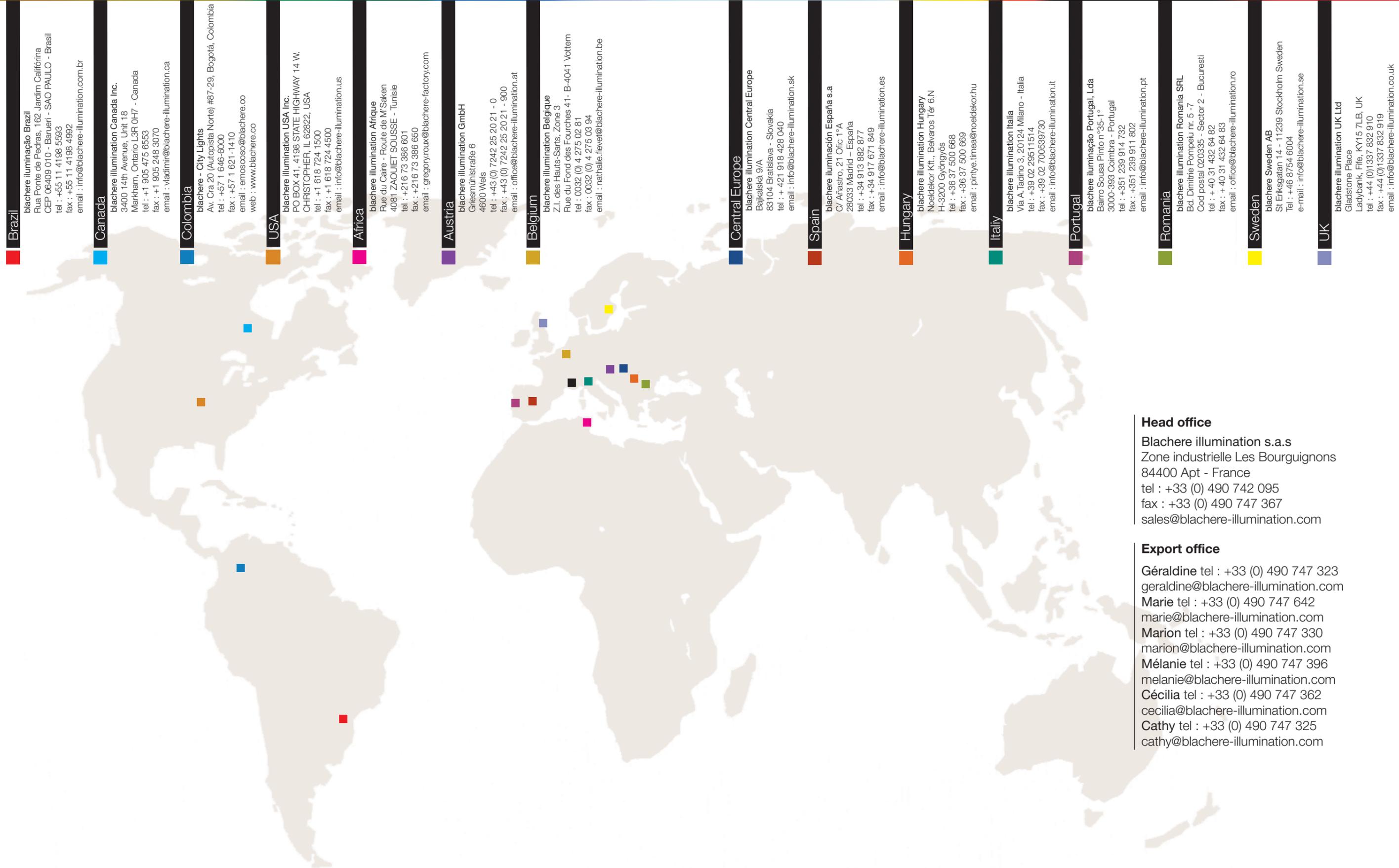
▼ Carcassonne (11) 2011



▼ Tignes (73) 2011



branches map



Head office

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Zone industrielle Les Bourguignons
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sales@blachere-illumination.com

Export office

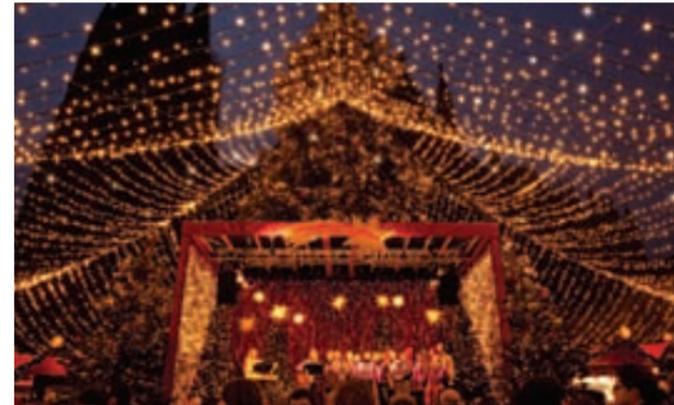
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cathy@blachere-illumination.com

export

16 branches: Italy, UK, Spain, Hungary, Portugal, Austria, Slovakia, United States, Canada, Brazil, Africa, Colombia, Netherlands, Belgium, Romania, Sweden.
2 chargés d'affaires, attached to the head office, cover over 50 countries directly from France.



▲▼ Westfield - UK, 2011



▲ Corogne - Germany 2011

▼ Shinsegae - Séoul, Korea 2010



▼ Monaco, 2011



▲▼ Sintra - Portugal, 2011



▼ Arbol Navidad - Coruña - Spain, 2011



▲▼ Recife - Brazil, 2011



▼ Dortmund - Germany, 2011



▼ Mafra - Portugal, 2010



retail

Coverage in France and Europe

1.1 million products sold in 2009

Summer range, Christmas range

Specialist in light decoration, interior and exterior, for private individuals

A showroom in Apt, the company's head office

A showroom in Paris, where more than 500 items are displayed in 260 m2 of exhibition

Our main retail customers:



blachere shopping center



**From lighting to decorative design ...
Working directly on commercial space**

With forty years experience in lighting markets, we have worked in the widest possible range of environments, for both urban space and private setting, festive street lighting and creation of intimate ambiances. We are now evolving from illumination to spatial design through light, aiming to present a global approach.

With a wealth of experience, we now work directly on commercial space and can handle each project in its entirety. We have found the means of doing so.

Our trade, designing and animating space with light, can be applied in a personalised manner in response to requirements adjusted according to customer profile, time of year, geographic location and strategy.

Our experience is both indoor and outdoor: we can create the lighting event on a building front or car park, but can also work in shopping arcades or large-volume retailing centers.



Specialist in LED urban signs
Company set up in 2009
BLACHERE Illumination 70% shareholder

urban concept

AIM:

To offer small and medium-sized municipalities a range of dynamic, modern and competitive LED information signs. And more particularly, to give them peace of mind for everyday operation with committed follow-up, support, after-sales service and financing.

PRODUCTION:

All the signs are assembled in our workshops. We manufacture our boxes and assemble the electronic cards, so with total flexibility regarding size, colour, shape, etc. We work with tried and tested LEDs of high quality (5 mm), so the brightness and definition are better than standard signs. We have developed our own highly ergonomic, user-friendly communication software.



INSTALLATION:

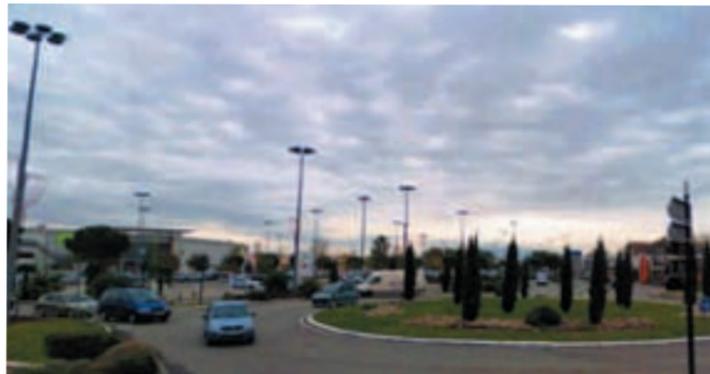
Our technical teams and partners can go to any site. Specialists in erecting illuminations, they are very familiar with safety constraints and can work in collaboration with the municipality's own teams. Aware of technical constraints, they will help you prepare the site to save you time.

RELATED SERVICES:

An animation library constantly being updated, created by specialised designers to generate a new way of communicating; Telephone support without surcharge to answer all your questions in case of malfunction; A hire option to give you peace of mind for the operation and upgrading of your signs, but also to reassure you that we are committed to a relationship of trust and partnership.



From the preliminary sales visit to switching on the lights...



1

Preliminary sales visit:

- Presentation of products and services
- Establishment of requirements
- Action skills
- Site surveys



2

Preparing the case file

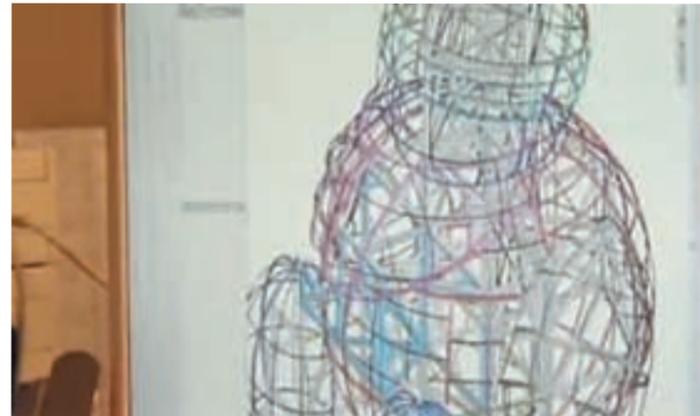
- Graphic simulations on DTP
- Technical feasibility study
- Project costing



3

Drawing up the study

- Presentation of the project
- Taking account of modifications
- Submission of the estimate



4

Project validation

- Placing the order
- Modelling the motifs on computer
- Planning the stages of manufacture



5

Manufacturing the motifs

- Issue of a manufacturing order
- Manufacture of the structure and electrical wiring
- Assembly and checking of the finished product



6

Despatch of the order

- Storage in protected area
- Loading on bay
- Transport by freight or courier



7

Project follow-up

- Site installation options
- After-sales service
- Presence of our chargé d'affaires
- Post-season assessment

our computer designs

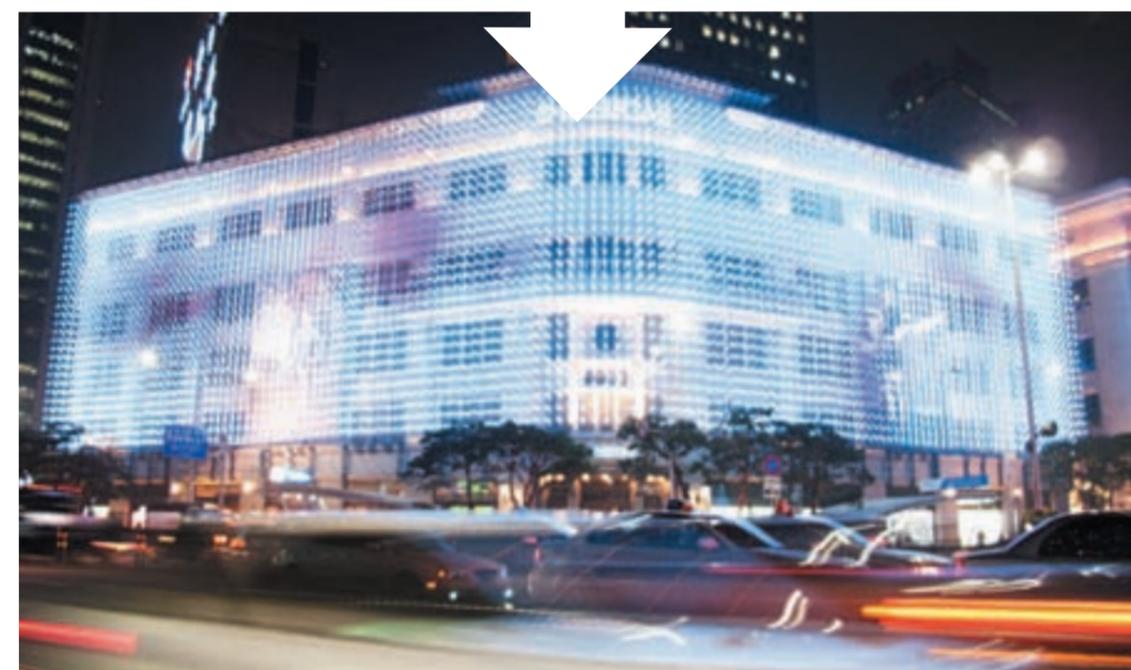
From simulation
to switching on the lights ...

▼ Simulation



▲ Finished project in Puteaux - France

▼ Simulation



▲ Finished project in Séoul

The Led revolution



In all respects, LED has revolutionised illuminations: reliability, longevity, brightness, energy saving.
Reliability, because it is a single-block electronic component, while a filament lamp contains moving parts which are more vulnerable.

Longevity, because it lasts tens of thousands of hours, compared with a few hundred for a filament lamp.

High yield, because LEDs hardly warm up at all, so all the electrical energy is for producing brightness.

Energy saving, because LEDs consume up to 10 times less than an equivalent incandescent bulb.

Since 2009, our decision has been only to offer LED products; this electronic component is now universally accessible.

The Blachère LED also has other benefits:

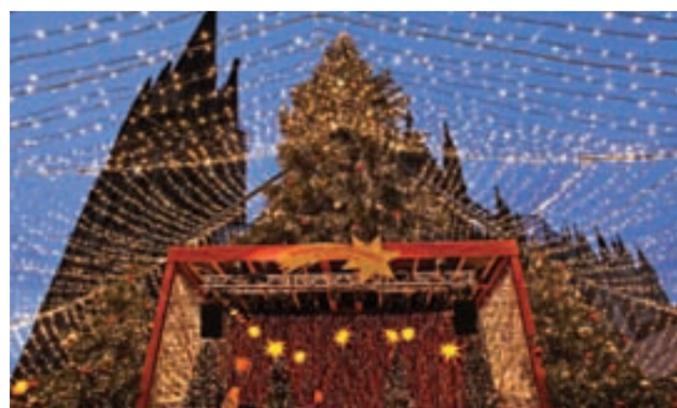
- recycling practised in the factory for homogeneous white,
- less direct and more diffuse brightness, thanks to the patented reverse tapered shape,
- respect for production lines which, by themselves, guarantee an LED with official origin.

The LED revolution is also characterised by its potential for animation and versatility, which opens new lighting perspectives.

Intelligent and modern.

Why LED (light-emitting diode)?

- Life 3 to 4 times longer than for a conventional bulb.
- 10 times less consumption than a conventional bulb.
- Precise and intense colour yield.
- Does not heat up, increased safety.
- High impact resistance.
- Reverse taper system for multi-directional beam and greater brightness.



i for intelligent



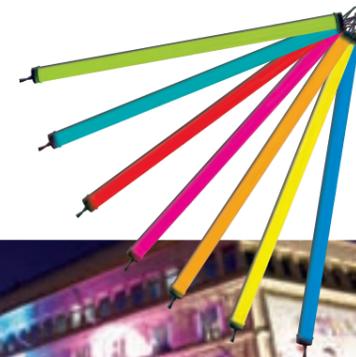
Thanks to the highly pro-active work of our Research and Development department, BLACHERE uniquely offers so many technological innovations for festive lighting each year. Today, the BLACHERE "intelligent" range includes cubes, balls, tubes, panels, ramps, projectors, and so on, and resolves any lighting decoration problem, whatever the substrate to be lit.



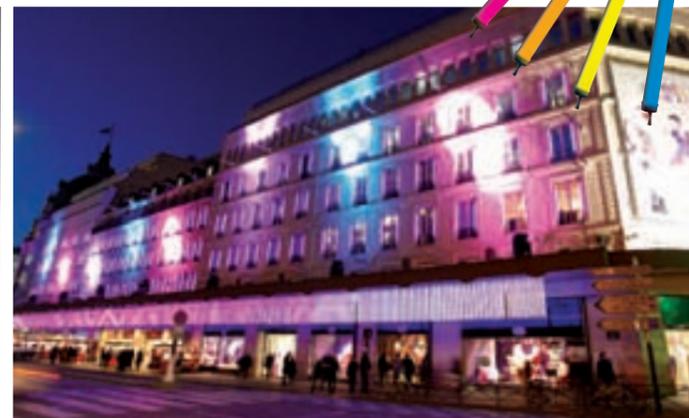
▼ iLed cube



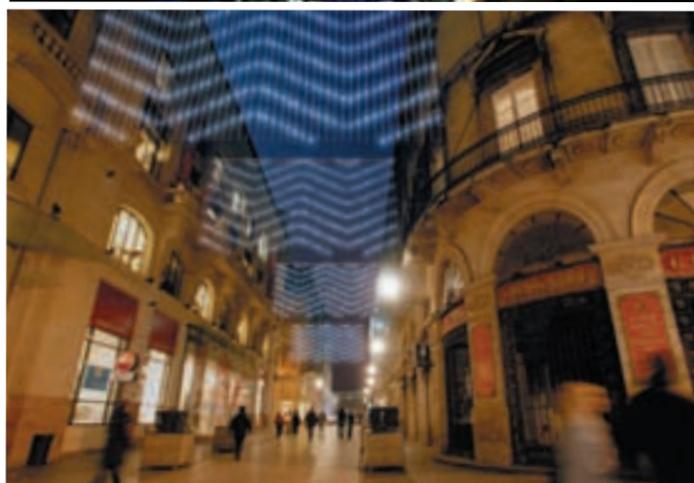
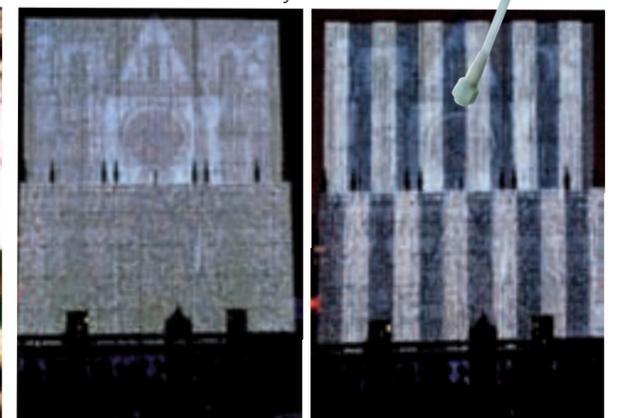
▼ iLed ball



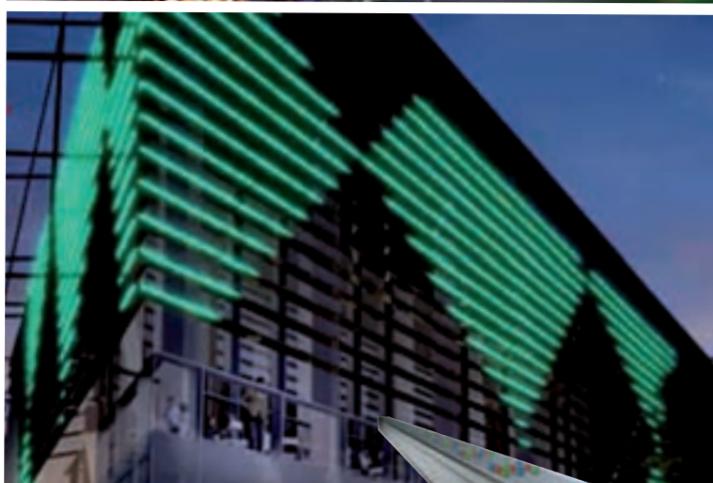
▼ iLed tubes



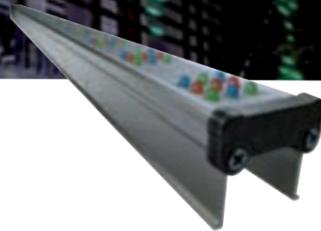
▼ Tiny®



▲ i-Joylight®



▲ iLed H Bar®



▲ dalle xLed®



▲ DMX projectors



our quality commitments



Among the commitments made by the management of Blachère Illumination, quality is at the heart of its development strategy.
The value of our products is in their own quality, sturdiness and durability.

From design to use, we impose very strict requirements, such as:

Conformity of our products for sale to the NF60598-1, NF50698-2-20 lighting standard.

Guaranteed absence of forbidden polluting components (Directive 2002/95/CE).

The assurance of conclusive test reports, carried out by independent external laboratories, before putting our products on sale on the market.

A technical department in charge of assessing new products, and anticipating the possible causes of faults.

An internal control process for marking the critical stages of production, so as to effectively correct conformity deviations.

Our acceptance criteria are achieved after continuous and operating-cycle endurance tests, over-voltage and hostile environment resistance tests.

The theme for progress is based on improvement.

It is our permanent concern for our customers that Blachère illumination is now ISO 9001 : 2000 certified, and we are currently obtaining ISO 14001 certification.



RoHS

All our products conform to the RoHS directive (Restriction of the use of certain Hazardous Substances), in other words we make sure that they do not comprise any so-called dangerous substances.



Low voltage directive

Our garlands conform to the Low Voltage Directive; we therefore make sure that they are manufactured so that, when maintained and used normally, they do not endanger the safety of people and property.



CEM

Our garlands meet the requirements of the CEM directive; we therefore make sure that they do not disrupt the operation of other devices connected to the electricity mains and that they are not disrupted by other devices.

Since 2002, BLACHERE demonstrates its environmental commitment with an ambitious action plan, search to be an exemplary partner regarding all of the current environmental challenges:

- Through the technological evolution of our products and the reduction of their energy consumption,
- Through modifying the equipment used on the production site.

A Sustainable Development charter, updated in 2007, has just reinforced the company's attachment to these socially responsible and ecological values, and it influences our customer relationships towards co-responsible partnerships and reciprocal commitments on these vital issues.

Today it seems essential to us to quantify the effects of the BLACHERE's environmental investment, and give a new perspective to our initiatives.

This is why we have decided to undergo a CARBON FOOTPRINT AUDIT, starting this year, to address all of the company's activities.

This modern and well-recognised tool enables us to measure the greenhouse gas effects (carbon equivalents) generated by each person's role (internal manufacturing processes, supplier impacts, transport, waste, infrastructures, etc.).

8 actions to reduce our emissions



1 Choose greener packaging.
By changing to UVC cardboard bags, we are reducing the weight of our packaging six fold.
Target : -30 tonnes CO2 emission only on the manufacturing side.
70% of our waste is now recycled.



2 Choose a "carbon free" print office and reduce printing.
By changing the size of our catalogues and reducing our quantities.
Target : -34.5 tonnes CO2 emission.



3 Reduce car consumption.
We have 2 years in which to make all the vehicles of the fleet hybrid.
Target : -100 tonnes CO2 emission.



4 Pollination with A Roof for Bees
We propose that you actively participate in protecting bees by sponsoring a hive. A Roof for Bees aspires to participate in protecting bees and developing colonies. Sponsoring: we suggest to local authorities to offset the carbon emissions linked to their lighting project by sponsoring the bees' work tool, their hive. In return, the bees offer their sponsor the fruit of their work, their honey. Every year, the sponsors receive the honey pots corresponding to their patronage, their logo or name is shown on the pot label.



5 Reforestation and agroforestry gardens in Peru (Carbon Offset project)
Project duration : 4 years from 2011 to 2014.
Where : The Loreto region in Peru
How : This project has 2 main aims, to reforest 200 ha of degraded areas and encourage the introduction of "integrated" plots to allow the population an alternative source of income in order to combat deforestation.



6 Organise and abolish deliveries by air.
Planning in advance, grouping samples together and making our customers aware of the issue will enable us to save 10% each year on this service.
Target : -38.5 tonnes CO2 emission.



7 Increase the percentage of recycled aluminium we purchase from 30% to 80%.
Target : -516 tonnes CO2 emission in the near future.



8 Offset 1000 tonnes CO2 thanks to the Yann Arthus Bertrand foundation: actioncarbone.org and Recycle 70-80% of our waste.
Target : -36 tonnes CO2 emission.

the foundation



The Foundation intends to insert itself as a vital link uniting art amateurs and artists from the African continent.

For five seasons, it has been working in the field of contemporary art. Its action programme is a series of creative workshops, residences, and exhibitions, of which some are the extension of awards that it grants each year during a few major media events, notably the biennials in Dakar and Bamako.

The Foundation in a few figures :

2004 year of creation
80 artists supported
15 000 visitors per year
2 400 students
400 web visitors per day
6 functions in 1 location, art centre, boutique, book store, documentation repository, gallery and a kfé gallery.

The Prestigious collaborations :

Royal museum of central Africa, Tervuren, «Confluences de Lyon» museum, Cultures France, Rencontres de Bamako...

The companies partners :

Air France, Accor, Malongo, Midi Traçage, transport Faure, Berton Sicard, CEA Assurances...



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site : www.fondationblachere.org



▼ «Textiles» exhibition



▼ foundation restaurant «La p'tite cuisine»



▲ «Dak'art» exhibition



▼ foundation's Boutik



▼ «Ville et les imaginaires» exhibition





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