

PRESS RELEASE

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HANECO ILLUMINATES OCEANIA: EXCLUSIVE NEW PARTNERSHIP USHERS IN A BRIGHTER FUTURE

Haneco, a leading name in the lighting industry, announces a groundbreaking partnership with Traxon e:cue; a global leader in dynamic lighting and control systems, providing innovative, performance-driven, and intelligent lighting solutions; including a dedicated range of OSRAM general lighting products.

This strategic partnership gives Haneco access and distribution right of a dedicated range of OSRAM general lighting products by cooperating with Traxon e:cue as their exclusive distributor in the Oceania region. This marks a significant expansion for Haneco, offering customers unparalleled access to cutting-edge lighting solutions.

The partnership allows Traxon e:cue to leverage Haneco's local technical expertise, service support and national facilities coverage and at the same time allows Haneco to offer leading-edge products with warranties of up to 10 years. In addition to Haneco's capabilities, customers will be able to benefit from Traxon e:cue's engineering expertise and global knowledge for design and customisation engineering.

With expertise in lighting solutions and a commitment to exceptional customer service, Haneco is ideally positioned to maximise the value for our customers. Customers can expect seamless access to a full range of outdoor, industrial, and indoor products, expert advice, and comprehensive support.

This exciting partnership promises to illuminate the future of lighting in the Oceania region. By combining OSRAM's leading-edge products with Haneco's expertise and capabilities for service and support, the collaboration with Traxon e:cue will unlock new possibilities for businesses and individuals, fostering a brighter and more sustainable future.

Exclusive insights into the new partnership and the benefits for Australian customers will be released in July 2024. An exciting future of lighting in the Oceania region is just around the corner.

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ABOUT HANECO

Offering the latest innovations in LED lighting products and smart control systems, we help our customers deliver professional connected illumination solutions to the residential, developer, multi-res, hospitality, commercial and industrial markets, just to name a few.

Established in 2011 in Adelaide, South Australia, Haneco initially became known for its ranges of highly efficient LED lighting. Today Haneco has built a robust R&D department that ensures that our products deliver not only to specification but are also produced sustainably. Working closely with our own manufacturing facilities in China, Haneco continually evolves by improving the quality and usability of LED products whilst keeping abreast of advances in light source technology, driver design, smart technologies and the IoT (the internet of things).

ABOUT TRAXON E:CUE

Traxon e:cue is a global leader in dynamic lighting and control systems, providing innovative, performance-driven, and intelligent lighting solutions.

Traxon e:cue possess a unique strength in their team and experience, allowing them to specialise in the complete solution to deliver unforgettable multi-dimensional, dynamic lighting and control installations. With a portfolio of projects spanning the globe, as well as a continued focus on developing the next generations of lighting and control solutions, they are committed to turn creative visions into bold, beautiful lighting experiences.

DISCLAIMER:

OSRAM is a trademark of OSRAM GmbH.

Traxon e:cue is a licensee of OSRAM brand for fixed list of General Lighting products.

Haneco Lighting Australia is the exclusive distributor in Australia, New Zealand and Pacific Islands.

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