

## **Two lighting experts make the perfect partners – Ansorg and Nordeon focus on a closer collaboration**

Leading retail lighting specialist Ansorg of Mülheim and The Nordeon Group, a light line expert based in Springe, will be collaborating even more closely in future to bundle their complementary competences. Ansorg's spotlight expertise combined with Nordeon's linear lighting system know-how will allow both companies to expand their portfolios in a practical and effective way.

Mario Dreismann, CEO of Ansorg, commented, "Retail customers in particular are looking for one-stop lighting concepts. We can offer them that now that we have greater access to the Nordeon portfolio of high quality and well-designed products. Thanks to this partnership we currently have the most comprehensive portfolio in our market."

A special benefit for both companies' customers is additional flexibility in lighting solution design. The incorporation of spotlights in flexible linear lighting systems maximises the scope for tailoring retail lighting concepts to the customer's exact needs.

Jürgen Mattern, Commercial Director at Nordeon GmbH, added, "Ansorg is a partner with a market presence and solutions expertise that ideally supplement our product and production strengths."

### **Picture:**

**Please forward us a copy of any publication where this article is published, so we can assess any responses as part of our overall marketing and advertising strategy.**

**Contact person for more information:**

**Ansorg GmbH** | Eva Danischus  
Pilgerstraße 11 | 45473 Mülheim a. d. Ruhr | Germany  
T +49 208 48 46 0 | [press@ansorg.com](mailto:press@ansorg.com) | [www.ansorg.com](http://www.ansorg.com)



2017\_Ansorg\_Nordeon\_1220\_12592800-01

Caption, from the left: Jürgen Mattern (Commercial Director, Nordeon GmbH, Springe), Mario Dreismann (CEO, Ansorg GmbH, Mülheim an der Ruhr)

Photographer: Thomas Leiwen

**Please forward us a copy of any publication where this article is published, so we can assess any responses as part of our overall marketing and advertising strategy.  
Contact person for more information:**

**Ansorg GmbH** | Eva Danischus  
Pilgerstraße 11 | 45473 Mülheim a. d. Ruhr | Germany  
T +49 208 48 46 0 | [press@ansorg.com](mailto:press@ansorg.com) | [www.ansorg.com](http://www.ansorg.com)