



Press release ETAP Lighting - January 2021

ETAP Lighting International commits fully to circular economy

'The updated product range and broader service offering helps our customers meet sustainability goals'

Lighting specialist ETAP Lighting International, headquartered in Belgium, takes the next step in its transformation into a supplier of circular lighting services. The family group is giving its entire product portfolio a new circular design and in coming years they will focus on 'Circular Light as a Service' (C-LaaS). The initiative caters to the growing trend among customers to call on ETAP for their lighting needs instead of purchasing luminaires or a new lighting system. The transformation is also expressed in a new logo, which the group is launching today.

ETAP Lighting International is a European group that develops, manufactures, installs, finances and services fixtures and (emergency) lighting systems. ETAP creates energy-efficient, flexible and comfortable lighting solutions for every professional environment: office and industrial buildings, shops, health care and educational institutions, etc. The company has built a strong reputation in custom-tailored solutions and the upgrading of existing lighting installations without extensive renovation works.

The group's ambition for the coming years is to consolidate its leading position in the lighting market by advancing its transformation into a supplier of 'Circular Light as a Service'.

Building on leadership in energy-efficient solutions

'For decades, sustainability has been embedded in the DNA of our company', CEO Dominiek Plancke explains. 'For instance, we are a leader in extremely energy-efficient LED solutions with a long life. That is the first step towards creating an energy-conscious, circular society: ensuring that lighting needs to be replaced less often and saving raw materials in the process.'

'But our ambitions stretch much further. That is why we have joined the Science-Based Targets initiative: to reduce our CO₂ emissions in a scientifically-based manner and thereby contribute to reaching climate objectives.'

ETAP Lighting International has set two ambitious goals for itself. On the one hand it aims to reduce its ecological footprint, with an initial 55% reduction of CO₂ emissions by 2025. 'The solar panel installation on the roof of our Belgian plant has an annual yield of 500,000 kWh and that capacity will be expanded. Our manufacturing processes are constantly being optimised as well. For instance, an investment in heat recovery for our paint department helps us save 63 tons of CO₂ per year', the CEO continues.

Full range to receive circular design

On the other hand, the company also helps customers reduce their CO₂ emissions. Dominiek Plancke: 'For this we implement innovative LED solutions with optimised light distribution, we create a lighting design with a minimum number of fixtures and then we add a lighting control system. With renovation projects this approach delivers energy savings of up to 80%.'

However, the lighting group plans to take things even further. They have initiated an audit of their entire product portfolio and are fully committed to the principle of a circular economy. All existing installations will receive a makeover designed to make them easier to maintain, reuse or dismantle.

Dominiek Plancke: 'In the spring we are launching a new version of the E8 luminaire for the food industry, which meets the principles of 'design for circularity'. Together with knowledge institutions, our research department is working on a circular redesign of all existing products as well as new models that obviously fit our vision. This way we can guarantee quality circular lighting for our customers with minimal impact on our planet.'

Local presence crucial to 'Circular Light as a Service'

In recent years the lighting group had already developed a service package centred around 'Light as a Service', which focused on the development, manufacture, installation and maintenance of custom-tailored lighting projects. 'We are seeing a growing interest in such projects among both public and private customers. Thanks to our local presence in various European countries, we are always able to suggest a fitting solution, taking into account existing partnerships, which offers a competitive advantage vis-à-vis international groups.'

The next step in this evolution is 'Circular Light as a Service', a concept that capitalises on the European Green Deal. 'More than half our projects involve the renovation of existing lighting installations. C-LaaS offers smart and effective solutions and we also provide efficient maintenance that unburdens the customers', the CEO explains. 'ETAP also replaces and recycles any light fixtures that are broken or at the end of their service life.'

'Naturally we hope that this approach and the added value it brings will be considered for public tenders as well. When taking into account the entire life of circular investments, they are the better choice, both in terms of cost and environmental footprint.'

ETAP continues to invest in transformation

The company invests more than 7 percent of its annual turnover in research and development. Investments are made in new production technologies as well, including cobots. Dominiek Plancke: 'We are making our production facilities even more flexible and versatile than before. As a result, we can respond even more quickly to specific customer demands and made-to-measure assignments within the scope of circular projects can be handled more swiftly.'



One of the methods we implement is the Quick Response Manufacturing method, which leverages the knowledge of all our staff in order to speed up the manufacturing process and make it more versatile. We will also continue to invest in our products, services and the company as a whole to realise our ambition of becoming a leading player in circular lighting services.'