

Beacon
LIGHTING

IT HAS TO BE BEACON AN AUSTRALIAN SUCCESS STORY

‘Exciting lighting solutions,
superb value for money and an
unparalleled level of service. That’s
what Beacon Lighting is all about.’

Ian Robinson Managing Director Beacon Lighting





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1974: a new light dawns

This is the story of a proudly Australian owned and operated business which has outshone the others for more than 35 years...

Beacon Lighting began humbly in 1974, when Ian Robinson opened our first lighting store in Melbourne. He was later joined by his current business partner, Martin Hanman.

Fast forward to 1989 and our first franchised store opened in Frankston, Victoria. An exciting interstate expansion followed: in 1998 we opened a store in Jindalee, Queensland and in 1999 expanded into New South Wales. In 2003 we ventured into Western Australia and the ACT, followed by South Australia and the Northern Territory in 2005. When our first store opened in Hobart, Tasmania in 2006, Beacon Lighting was a truly national lighting retailer, servicing both metropolitan and regional areas.

Beacon Lighting shines

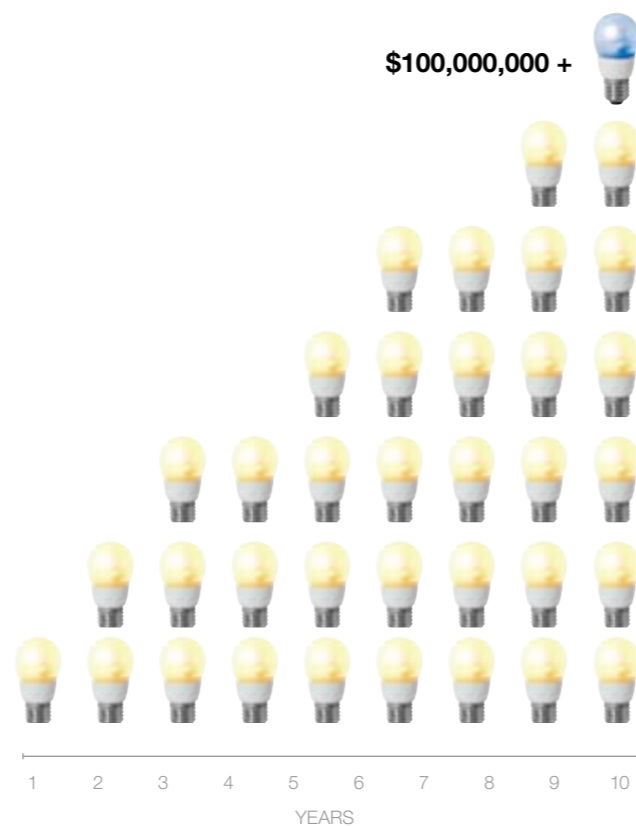
As a result of steady and continuing expansion, our Distribution Centre doubled in size to over 10,000 square metres, with the capacity to accommodate nearly 10,000 pallets to service our national business.

We were very proud that in November 2007, Beacon Lighting received The Age I&D&B Victorian Business Award for the Retail Category and were the Overall Award Winner. These awards recognised "proven excellence in business performance and financial management." Beacon Lighting again won The Age I&D&B Victorian Business Award for the Retail Category in November 2009.

Today, we have over 60 retail stores including 17 franchised stores across Australia; plus specialist Commercial Divisions in Melbourne, Brisbane, Townsville and Sydney and a huge online store. The services we offer our retail and trade customers are unparalleled and we're regarded as innovators in the field of energy efficient lighting with genuine solutions to benefit every Australian household.

That's why we're called:
Australia's leading lighting retailer.

Sales growth over previous 10 years+



HISTORY

ILLUMINATING AUSTRALIA FOR OVER 35 YEARS



ABOUT US

A REPUTATION FOR BRILLIANCE

Our place in the lighting landscape

Beacon Lighting's broad and contemporary offering caters to the widest Australian market possible. We offer the latest, most exciting lighting products sourced from around the world, superb value for money, a steadfast service philosophy and value added services.

Delighted beyond expectation

We make it our mantra to surpass the expectations of every customer who steps inside our stores with:

- Product ranges which reflect the latest lighting styles, trends and innovations from around the world, including designer pieces and energy efficient solutions
- Impeccable customer service and a memorable in store experience
- Competitively priced products
- Visually stunning in store merchandising
- The perfect lighting solution for every individual
- Value-added services like in-home lighting consultations, lighting energy audits and installations

Many hands make light work

Our people mean everything to our business. They are our success, so we invest heavily in the development of their skills and knowledge. As a result, every member of the Beacon Lighting team is an expert in their field. With over 500 employees Australia-wide, teamwork is the key. Our philosophy is to promote from within and reward the contribution of everyone in the business.

In store, our accredited lighting consultants will help customers on every aspect of lighting their homes beautifully and cost-effectively. The knowledge our store staff possess is second to none.

Our buying team travels overseas regularly to observe international lighting designers and manufacturers to identify emerging trends as a way of constantly improving and updating our product ranges.

As a vertically integrated business, we manage sourcing, shipping, and despatch direct to all our stores nationally and international customers so we can pass on better prices to our customers. When we discover a new trend, we'll develop and design the product to meet Australian standards, then have it manufactured and in stores within months.



Marketing: our in-house team manages and implements all elements of marketing including brand development, advertising, TV, catalogues, online, local area marketing and our specialised Trade Loyalty Club.

Human Resources: provides advice, policies and tools to support managers in dealing with all people-related matters including recruitment, training, performance, safety and remuneration.

Information Technology: our team manages and co-ordinates all of Beacon Lighting's IT systems including networks, intranet, POS systems, warehouse automated replenishment systems, finance systems, report managing processes and our website.

Buying: from design to development of our product ranges, our team scours the globe to keep its finger on the pulse of today's international home fashion trends.

Quality Control: our qualified engineers, located both in Melbourne and in Hong Kong, ensure all Beacon products are manufactured to strict Australian safety standards. Every product is laboratory tested so we can guarantee each item that goes to market is of the best quality.

Finance: our team manages all Beacon Lighting's financial functions including accounts receivable, payable, monthly profit and loss, annual budgets, general company administration and accommodating transactions in all currencies.

Stock Control: is responsible for the automation and management of store stock levels to ensure there's always enough product in store.



TEAM PLAYERS

OUR TEAM PROVIDES DAILY SUPPORT TO EVERY ASPECT OF EVERY BEACON LIGHTING STORE, AUSTRALIA-WIDE.



DIVISIONS

A MULTIFACETED APPROACH

Beacon Wholesale

Our massive Wholesale Division supplies, receives and distributes products sold in Beacon Lighting stores Australia-wide. Our extensive warehouse currently measures over 10,000 square metres and holds just under 10,000 pallets, processing over 2,000 pallets each month. We also fulfil international orders and facilitate distribution for solar, commercial, online orders and customer product modification requests.

Beacon Lighting Commercial

Originally Beacon Lighting Commercial serviced the trade industry, now we recognise a need to develop a dedicated trade product range which resulted in launching our commercial offices. With offices in Melbourne, Sydney, Brisbane and Townsville, Beacon Lighting Commercial creates specialist lighting solutions for large developers, architects, contractors and specifiers for use in hotels, conference centres, retail outlets, offices, schools, warehouses and private residences. We use only the best quality international and local brands, including the exclusive Italian made Fabbian range.

www.beaconlightingcommercial.com.au



Beacon Solar

As the push for renewable energy grows and consumers are increasingly looking for environmentally friendly options, we want to emphasise our position in the market as the 'total solution' destination. Launched in April 2008, Beacon Solar offers quality grid connected photovoltaic solar power systems, ranging from 1kw and upwards including expert installation. Beacon Solar and Beacon Lighting are also working closely with Australian schools to create solar and lighting solutions for greater energy efficiency whilst providing educational curriculum information.

www.beaconsolar.com.au



Beacon Lighting Installations

Launched in 2005, Beacon Lighting Installations completes the Beacon Lighting offering, with the full service solution from in-home lighting design advice to product selection to installation itself. Our qualified electricians install all Beacon Lighting products for our customers and perform all electrical services.



International Sales

With Beacon Lighting well established as the leading lighting retailer in Australia, the diversification for the group in 2008 was an extension of the product range into the international market. The international business develops and engineers unique innovative products focused on good design, for the international market, meeting all regional and local specifications and standards. The range and distribution network continues to grow.

International exclusives

Our buyers expertly source new lighting trends from overseas, which we then develop for our Australian customers so we can regularly bring them fresh products featuring the most cutting edge designs from the world's finest lighting designers.



Fanaway: Innovative design

First appearing on the ABC's "The New Inventors" program in 2005, FANAWAY is a revolutionary retractable blade ceiling fan which also functions as a light pendant. Following its TV Debut, Beacon Lighting worked with the inventor for 3 more years of product development to fine tune the design and meet strict Australian standards. After securing the exclusive Australian license and distribution, Beacon Lighting launched FANAWAY through the retail network in 2008. Fanaway is now an international phenomenon and can be found in all corners of the globe including Europe, USA, Canada, Mexico, South Africa, India, Malaysia, Singapore and New Zealand.



Fozz: French revolution

Exclusive to Beacon Lighting in Australia, French-designed Fozz brings a new sense of environmental friendliness to both the residential and commercial sectors. Production to performance, everything about this brand works towards a sustainable future. Fozz specialises in indoor and outdoor lighting solutions for homes, hotels and restaurants.



Envirolux: energy saving lighting

The Envirolux range is dedicated to providing beautifully designed product, that not only looks great, but also uses as little energy as possible. Envirolux is exclusively sold in Beacon Lighting stores and proves that being green and switching to energy saving lighting is a simple change we can all make .



Fabbian: Italian innovation

Dedicated to shape and form, highest quality materials and timeless elegance, Fabbian is created by the world's most forward-thinking designers – each of them leaders in their fields. Fabbian is exclusive to Beacon Lighting in Australia and is displayed in our commercial showroom in Melbourne and Sydney.



LEDlux: super efficient lighting

LED (Light Emitting Diode) is the lighting of the future; representing the very latest technology for optimal energy saving. The LEDlux brand, exclusive to Beacon Lighting, is at the forefront of LED technology, offering superior products that are modern in design and provide optimum energy saving quality and light output.



Schonbek: American beauty

Chandeliers have undergone a renaissance in recent years and Schonbek offers the highest calibre pieces crafted by an all American company with over 100 years experience. Strauss and Swarovski crystals combined with halogen, xenon and LED lights create stunning diamond studded light displays.



INTERNATIONAL BRANDS

AN INTERNATIONAL VISION



PRODUCT DEVELOPMENT & RANGES

The brightest offering

Product innovation propels our growth. Once we've identified a new lighting trend, we'll design the product to meet strict Australian and international standards, have it manufactured and on store shelves in a matter of months. Many of our ranges are exclusive to us.

Beacon Lighting invests heavily in research, making it our business to understand complex building codes and government regulations so we can develop the most relevant lighting solutions for our customers.

We have over 3,000 products across 30 categories, including:

- Modern and traditional decors
- Lamps
- Pendants
- Exteriors and garden lighting
- Energy saving lighting
- Low voltage lighting
- Downlights
- Globes
- Commercial lighting solutions
- Grid connected solar power systems
- Australia's largest range of fans

The highest standards

With two labs in our warehouse facilities here and abroad, our Australian and international engineers are responsible for the extensive testing and quality assurance that goes into all the products we import. All our products surpass strict Australian safety standards and international quality standards.

The greenest solutions

Beacon Lighting leads the way in beautiful lighting that's also energy efficient. We steadfastly promote the benefits of energy efficient lighting so our customers can make better choices, reduce their power bills and help cut greenhouse gas emissions. Leading the way in energy efficient lighting, we have introduced a number of exclusive, cutting-edge and energy efficient product ranges.

Beacon Lighting's customer experience extends well beyond our stores. We offer the full solution with a whole host of expert services, which represent real value for our customers.



In Home Lighting Consultations

Our Accredited Lighting Consultants are experts in interior design and decoration. They visit our customers' homes to help them develop their ideas, offer great lighting advice, design guidance and provide practical solutions to suit their needs and budget.



Beacon Lighting Installations

Our team of qualified electricians install light fittings, fans and other general electrical work. Prices are extremely competitive and our electricians have a wealth of product knowledge ensuring the job is done right the first time. We are renowned for meeting our customers' needs promptly and offering clean, courteous and professional service.



Lighting Energy Audits

Our Accredited Consultants visit customers at home to design a total energy saving lighting plan for them. Our consultants will show customers how to reduce their carbon footprint and save money by switching to energy saving alternatives.

Lighting Plans

Customers can bring their plans into our showrooms where an Accredited Lighting Consultant will help them with all their home lighting needs from selecting beautiful fittings for just one room to the whole house.



Trade Accounts and Trade Club

Beacon Lighting offers a charge account service and generous discounts to all our valued trade customers. Approved applicants are also encouraged to join our exclusive Trade Loyalty Club where members accrue points as they spend which can be redeemed for prizes and other great rewards.



Online Shopping

Beacon Lighting offer an online shopping service where customers can shop the entire range online at www.beaconlighting.com.au. Online orders are allocated to the customer's closest store, and can be either picked up from the customer's chosen store or couriered to the customer within 72 hours.



SHINING SERVICE
WHAT MAKES US STAND OUT



AFFILIATIONS

THE COMPANY WE KEEP

Our proud associations

We take our responsibility as Australia's leading lighting retailer seriously. We're proud to be affiliated with Australia's leading industry organisations.

Lighting Council Australia

As a powerful advocate for the industry, this organisation encourages the use of appropriately designed and manufactured lighting systems and components in the commercial, domestic & industrial sectors. Beacon Lighting are not only members of this prestigious organisation but are also representatives on the board.

Housing Industry Association

As members of Australia's largest residential building organisation, which include builders, trade contractors, design professionals, kitchen and bathroom specialists, manufacturers and suppliers.

Franchise Council of Australia

The peak body for the \$130 billion franchise sector in Australia, the council represents franchisees, franchisors and service providers.

National Electrical Contractors Association

This dynamic national organisation serves the management interests of the entire electrical contracting industry.

Bulky Goods Retailers Association

The peak national body representing the interests of bulky goods retailers, owners, developers, agents and service providers in Australia.

Clean Energy Council

An amalgamation of The Wind Energy Association and The Australian Business Council for Sustainable Energy. It represents over 400 businesses which collectively provide 25 per cent of Australia's total electricity production including gas, wind, hydro, bioenergy, solar, hot water, geothermal and cogeneration.

The background of the left half of the page is a bokeh effect of warm, golden-yellow lights of various sizes, creating a soft, out-of-focus glow. The right half of the page is a plain, solid white background.

Our Mission

To light our customers' lives with exciting products that are environmentally friendly and fashionable, delivered with expertise and unparalleled service.



BEACON LIGHTING HAS BEEN ILLUMINATING AUSTRALIA FOR OVER 35 YEARS. WE HAVE A REPUTATION FOR BRILLIANCE AND ARE RENOWNED FOR OUR SHINING SERVICE, A MULTIFACETED APPROACH, CLEAR INTERNATIONAL VISION AND DEDICATION TO DEVELOPING A BRILLIANT PRODUCT IN ORDER TO SEAL OUR ONGOING SUCCESS. THAT IS WHY AUSTRALIANS SAY:

IT HAS TO BE BEACON

June 2010

www.beaconlighting.com.au