

## Braun Lighting Solutions light up Bahrain Air Show

With Bahrain embarking on its Airport Modernization Program, and providing a forum for aerospace and infrastructure, perhaps it was an opportune time for Braun Lighting Solutions to make an entry into the lucrative Middle East market. With its UAE based partner, Gateway Aviation, headed by Eng. Mohamed Hassan Elmugamer Taha, CEO, the company is looking at lucrative contracts in the Middle East and Sudan, which is incidentally the home country of the CEO.

Not only are we looking at contracts for the new terminal in Bahrain but would also like to replace the old lights at the airport and the hangars with our LED, heat resistant solutions, says Christian Wehrauch, Responsible for Sales, Braun Lighting Solutions. Our focus is on equipment for Airport and Industrial lighting, Terminal lighting, Hangar lighting, Floodlights and Apron lighting.

BRAUN Lighting Solutions is a specialist supplier for sophisticated LED lighting indoors and outdoors. BRAUN has been developing, producing and selling modern LED modules and luminaires. Products from BRAUN stand for innovative, energy-efficient and low-maintenance LED technology, on request with integrated control, radio and sensor technology.

Braun Lighting Solutions has lit up Frankfurt Airport and Friedrichshafen Airport. A classic example of the company's expertise

### BRAUN LIGHTING SOLUTIONS



L to R: Christian Wehrauch, Omer Elmugamer and Eng. Mohamed Hassan Elmugamer Taha

is The Semper Opera in Dresden. The front of the building is decorated with 3-burner historical candelabras, whose traditional gas light was much too dark and even failed partially. As a result, climbing stairs was not safe for visitors due to the risk of stumbling.

The challenge was to convert the historic candelabras in front of the Semper Opera to LED light. The light color should be based on the previous gas light. In addition, all luminaire

bodies, including the supporting structures, were to be professionally refurbished and old parts replaced. BRAUN lighting solutions did the conversion to LED-GASlight™, completed extensive reconstruction work and missing decorative elements were restored and professionally reassembled. Subsequently, the proven His.lux 4 modules and His Lux Premium modules were installed. The even and warm white light color of the His.lux® LED installation kits, which imitate the gas light, now underline the unique character of the Semper Opera at dusk.

Its high intensity light solutions include The Saturn7 (1000 watts) and Saturn 13 (2000 watts) which can be adapted to the lighting task according to customer requirements by means of various and interchangeable reflectors. Further features are their longevity and freedom from maintenance. These are ideal for replacing mercury and metal vapor lamp lights on existing mast installations and for new planning.

With its innovative USP of environment friendly LED lights, customized lighting and heat resistant qualities, Braun Lighting Solutions are long lasting, easy to maintain and ideal for customized solutions.

We are here at the Bahrain International Air Show 2018 because we believe the show has come of age and is the perfect forum to grow our business in the Middle East, says Eng. Mohamed Hassan Elmugamer Taha. ■

## BRAUN continues on an international expansion course - Business startups in the Kingdom of Bahrain

With new reference projects in the segment of airport lighting, such as this is also growing at Friedrichshafen airports for instance. International interest in LED high-lights for the refitting and equipping of airports - as in the Middle East. BRAUN presented new strong-light solutions for the equipment of aircraft hangars, airfields and terminals at the Bahrain International Airshow, 14.-16.11.2018. Constructive discussions with local decision-makers and great interest among trade visitors suggest new projects in the Middle East.