25 years BRAUN: An interview



Developer, visionary, CEO: André Braun can look back on 25 years of company management.

Introduction & Anniversary

1. Mr. Braun, BRAUN Lighting Solutions is celebrating its 25th anniversary. What does this anniversary mean to you personally?

To be honest, it makes me proud and also a little thoughtful. In everyday life, you rarely think about anniversaries because day-to-day business takes center stage. When you realize that you have been in the market for 25 years, you become aware of what you have built together.

2. Looking back on 2001, would you have thought back then that BRAUN would be where it is today?

No, certainly not in this form. I had a clear idea of how I wanted to work, but not of where the company would be one day. A lot has developed step by step – through decisions, experiences, and also through mistakes.

The beginnings

3. What was the original motivation for founding BRAUN Lighting Solutions?

The motivation was a firm belief that we could implement services and solutions better than others. I didn’t just want to sell things, I wanted to provide comprehensive support for projects and take responsibility.

4. Was there a moment in the early years that was particularly formative or decisive for the company?

Yes, there were several situations in which it became clear that quality, reliability, and perseverance are crucial. Difficult projects in particular showed us that we were on the right track, even if it wasn’t always the easiest one.

Development & change

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5. The market has changed significantly over the last 25 years. In your opinion, what were the biggest technological upheavals?

Clearly the introduction of LED technology. It fundamentally changed the entire lighting industry. Everything had to be rethought, and every manufacturer had to practically rebuild their knowledge. It was a huge challenge, but also a huge opportunity.

Values & Attitude

6. In your opinion, what values does BRAUN Lighting Solutions stand for today?

We stand for reliability, technical expertise, and close cooperation with our customers. Our aim is not only to supply projects, but to work together to achieve the best possible results.

7. In your opinion, what distinguishes BRAUN from other suppliers on the market?

Our high level of vertical integration and production in Berlin. We develop and manufacture many components ourselves—even our own LED circuit boards. This makes us flexible and fast, and allows us to implement customized solutions even in very small quantities.

People & Partnerships

8. How important are employees to BRAUN’s success?

When I look back, one thing in particular fills me with great pride: the people in our company. Without our dedicated employees, some of whom have been with us for decades and have weathered the ups and downs together with my wife and me, we would not be celebrating this 25th anniversary. I am especially grateful to them and look forward to continuing to make history together with them.

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Looking ahead

9. Looking ahead to the next 10 to 25 years, where is BRAUN Lighting Solutions headed?

We will continue to develop toward intelligent, connected, and sustainable lighting solutions. Topics such as solar lights, IoT technology, and urban lighting will play a central role in this.

Conclusion

10. On the occasion of the 25th anniversary, what would you like to say to your customers, partners, and employees?

I would like to express my gratitude for your trust, cooperation, and loyalty. 25 years are only possible when many people work together toward a common goal. I look forward to continuing on this path together in the future.

(Interview conducted on: January 12, 2026)

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