



TALK.

OUR LIGHT MAKES YOU READ

AURORA BOREALIS

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Intro

Now that the holiday season is over and cities have taken down their Christmas decorations, January and February are often considered to be dull and gloomy months: days are dark and short, spring still seems far away and the first New Year's resolutions start to crumble. It's therefore not a surprise that many people suffer from a lack of motivation during these months. But TAL is not the type of company to sit back and do nothing. On the contrary, we firmly believe that if you dare to look ahead and step out of your comfort zone, even during the darkest times, the greatest results can be achieved. This is a lesson nature also teaches us: think of the spectacular northern lights, which are only visible when you dare to look up at dark skies. And that's exactly what we're doing. Even though the current market situation might be challenging, TAL keeps on investing in the future by putting full focus on innovation and sustainability. That way, we make sure we are aligned with current and future trends and the "changing" generation of customers.

But that's not all: the northern lights are metaphorical for many other important lessons we need to learn as a company as well. First of all, they teach us that during dark, uncertain times, a clear path forward with transparent leadership, structures, roles and objectives needs to be set out. This is a journey we already started during the second half of last year and we're still confident we're taking the right course of action.

Secondly, northern lights are caused by interactions between energetic particles from the sun and the earth's magnetic field. In other words, northern lights wouldn't even exist without the interaction between different particles. This perfectly illustrates how close collaborations can lead to magnificent results. Of course, it goes without saying that this also applies to TAL: we can't write TAL's success story without the input and support of our dealers, our most important stakeholders, and we are extremely thankful for this. So let's keep writing that story together. We're already looking forward to it!

Interview

Aurelie Hellin is one of the newest members of the TAL family. Since September 1st, she's taken up the role of Business Development Manager.
Time to get to know her a little bit better!

Can you tell us a bit more about your professional track up to now?

Very much like Michiel Dewaele, our General Manager, I have broad interests and consider myself a creative generalist. My professional journey has been an exciting exploration of diverse sectors, from technical textile, to health care and innovations in defence and aerospace products. But the lion's share of my career has been in the pleasant world of architecture and design. Notable milestones include my role as Trade Commissioner at the Canadian Embassy in Belgium and Luxembourg, where I learned to bring a new dimension to partnership - and business development. At Meyvaert Glass Engineering, I led international business development initiatives, influenced sales and established key partnerships in architectural museum and exhibition projects. But I started my career in the same field where I find myself now, in the wonderfully beautiful world of lighting, aluminum profiles and interior design for Modular Lighting Instruments and its subsidiary Fractal.

Armed with a Bachelor's degree in Communication Management and a keen understanding of economics and modern languages, I continuously invest in my professional development. Recent courses at Harvard Business School Online and Vlerick Online Business School showcase my commitment to staying at the forefront of disruptive strategy, economics for managers, and essential business principles. Always learning, you know?

As a professional who loves getting things done, I am excited about future opportunities that allow me to blend my diverse experiences and skills to help grow TAL & Lithoss, and all of our customers to unknown heights.

What else fuels my fire? Creating value, exploring the future, and soaking in everything from design and architecture to music and travel. Life's an adventure, and I'm here for it!

For a more detailed exploration of my professional odyssey, feel free to connect with me on LinkedIn!

What stood out to you during your first months at TAL?

TAL had just released the new anodized collection when I started, and I immediately sensed enormous added value in matching them with the design switches from our sister company Lithoss, which only uses noble materials such as brass, stainless steel and copper. We "tested" this idea for the first time at the new fair Design Nation in Kortrijk, and it turned out to be a huge success! It was very well received by the many interior architects and designers we were privileged to welcome to our booth. Will undoubtedly be continued in 2024!

What will be your influence on the TAL roadmap?

My main focus will be to take TAL to the next level. To get closer to specifiers in order to realize the most beautiful projects together. But especially interacting with all our partners, from wholesale distributors, end customers, lighting study agencies, specifiers, ... listening to your needs / wishes / concerns and translating them into solutions, innovations. I want to "be out there" on the market, analysing trends and gradually adjusting our strategy where necessary in order not to be a follower, but instead uphold our proud reputation as trendsetter.. And all this of course without compromising our qualitative standards and responsiveness for which we are so well known.

But I suspect that my biggest influence will be - if my intuition does not fail me - to take both TAL and Lithoss to new heights by further exploiting the synergy possibilities between the products.

Do you already have a favorite TAL product?

Definitely! I think our Florette is a fantastic and versatile device. Not only do we offer our customers a way to personalize the product so it blends perfectly into their overall concept, it also provides a solid answer to the increasing demand for sustainable solutions and circularity. I think it's a great story to tell, and I notice that our customers get carried away with my enthusiasm once they understand the real strength of this luminaire, and that's really nice to see :)

Apart from being a fellow light addict, what are your other hobbies and interests?

I really love traveling, languages, and getting to know other cultures. I didn't hesitate for a second when my husband suddenly came home 3 years ago with an opportunity to move to beautiful Mexico for 3 years as an expat for his employer. I am therefore very privileged to have had the opportunity to explore this marvellous country extensively. I have a hard time returning to the same places often, so I look for variety in everything I do. I am also an autodidact and I like to pick up a management book if I find the time, which happens too rarely for my liking. For the rest, my two spirited daughters, aged 3 and 5, keep me grounded and introduce me to many new challenges in life that no business case could prepare me for :)

Thanks for the interview, Aurelie!

We're glad to have you on board and we can't wait to grow further with you. Best of luck!

Made to measure profile



2U50 LOW UGR

specs

- <UGR19
- 180lm/W
- 50° or 80°
- possible with Casambi
- excellent lighting comfort for the office

Our 2U50 is a versatile system, consisting of an aluminum extrusion profile equipped with low Unified Glare Rating modules. Thanks to its <UGR19 classification, the 2U50 offers the perfect solution for offices and workspaces, as it ensures optimal and pleasant illumination (180lm/W) with minimal glare. The UGR modules are available with a 50° or 80° beam. The profile system is suitable for surface mounting, but it can also be suspended. Uplight is an option. Casambi integration is possible if desired.

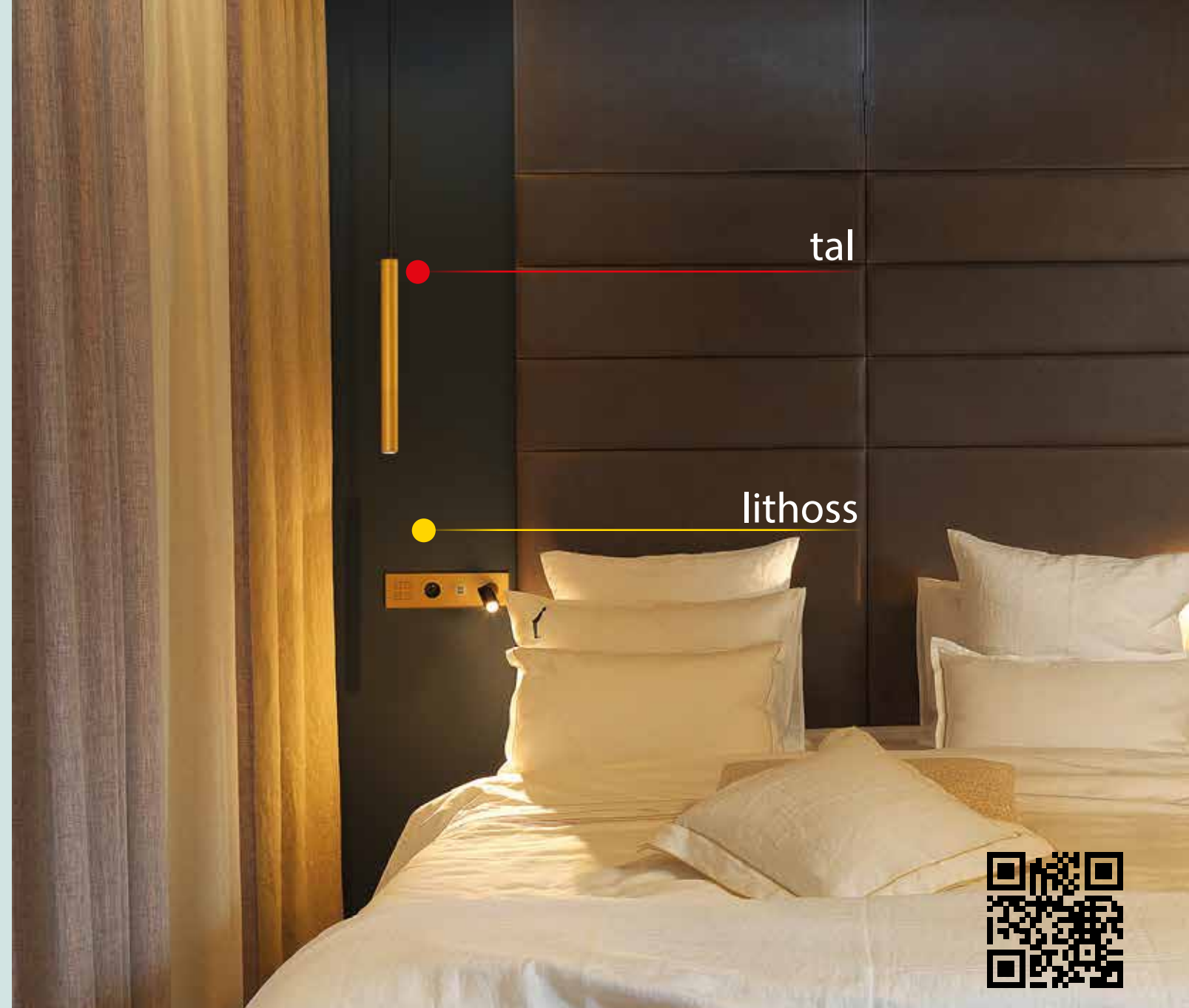
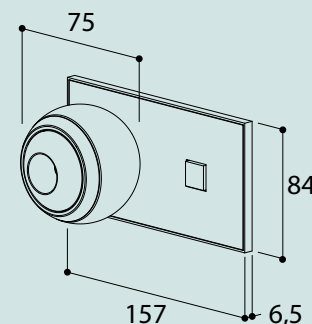


Synergy

In the dynamic landscape of the design industry, TAL and Lithoss, renowned for their high-end designer lighting & switches, have found a common market and target audience. Recognizing the shared potential between our companies, the design studios of TAL and Lithoss have already expertly combined their strengths various times in the past to create a series of stunning products. A notable example is the integration of push buttons with the distinguished Nobel Elbow in our bed lights.

Propelled by the success of these recent partnerships, TAL and Lithoss are committed to continue this trajectory. We firmly believe in the transformative power of synergy. To affirm this commitment, we proudly present the Berrier Junior Swivel — a special edition merging the iconic Berrier luminaire with Lithoss' SELECT wall switches. This collaboration extends to cockpit toggle, push button, or rotary dimmer options, ingeniously mounted using the snap-on magnet principle. The Berrier Junior Swivel effortlessly rotates and tilts, providing an ideal lighting solution for hotel rooms and various hospitality spaces. In alignment with our dedication to innovation, the Berrier Swivel is offered in a variety of finishes, incorporating our latest addition of three anodized colours into our essential product lineup with ease.

berrier jr
swivel



TAL
OUR LIGHT MAKES YOU SHINE

together we grow

Lithoss
DESIGNED SWITCHES



New Product



Spyke Pin

New finish
Moss Green

- Annular LED array 780lm/ 794lm
- 2700K/3000K
- 7,8W
- 230V AC 50Hz
- IP65 - CLASS 1
- lambertian
- CRI 92

Sneak Peek



**Ringo
The Sequel**
coming this year





VLAEMYNCK INVEST

Used products:

RINGO
CEDRUS - NOBEL SFEROS
2U50 - CONE JUNIOR



JONGHOF BRUGGE

Used products:

48V TRACK ST1 - RINGO -
MINI SCOOP- BERRIER JR





Especially for you

At TAL, we love a good challenge, so you can expect just that little bit more from us. Why should we limit ourselves to assembly work when we can also offer custom-made solutions? An eye-catcher, smart designs, a high degree of finishing, cleverly thought-out lighting, a special color or material,... You name it, we make it!

Our Research and Development department is perfectly equipped both on the technical and workmanship level to offer solutions for any problem. Are you working on a project that seems complex and full of technical ingenuity at first? No worries, we will make life easier for you. Our clear and complete product range is sufficient for all your lighting needs, from beginning to end! Below, you can find a number of examples of special projects we realized during the past months.



BRIX XICATO TILTABLE



2U CUSTOM COLOR



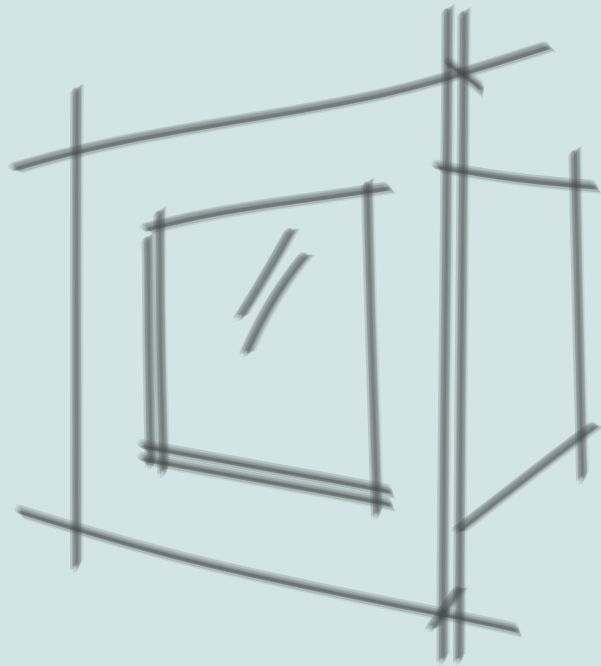
BERRIER CUSTOM WALL FIXATION



PROTUT PROFILE WITH SPECIAL CABLE ENTRIES

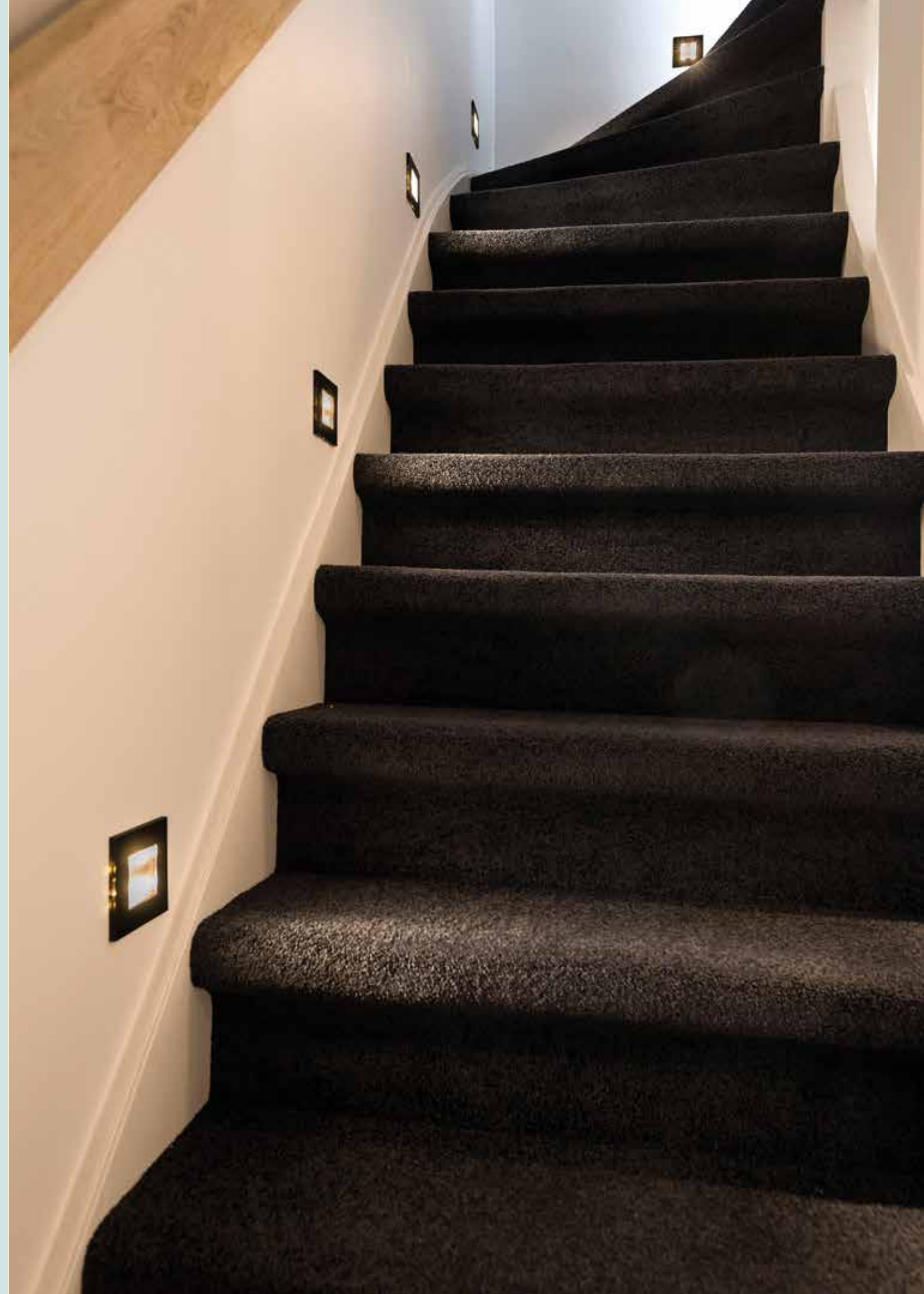
FOCUS on a Classic

Elite



For over 20 years Elite represents a sophisticated wall-mounted luminaire designed to function as an orientation light in hallways or alongside staircases.

In a collaborative effort to enhance offerings for the project market, TAL and its sister company Lithoss, have joined hands to elevate the design of the timeless Elite. The Elite NPG features the identical cover plate as the Void Square socket from the renowned switch brand. This wall fixture seamlessly fits onto standard hollow wall boxes designed for switches, ensuring a hassle-free installation process. Moreover, the integral driver enables direct connection to mains voltage, enhancing convenience. Elite is offered in finishes of textured white, textured black, chrome and stainless steel.

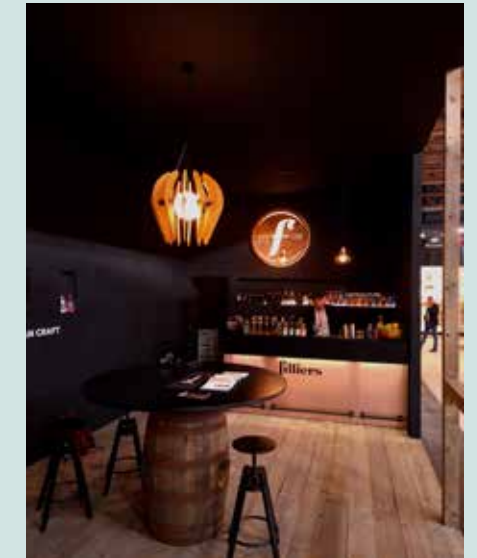


Fairs

Design Nation Kortrijk



Filliers at Horeca Expo Ghent



ARCHITECT@WORK Hamburg + Paris + Lisbon



UPCOMING FAIRS....

- Independent Hotel Show Amsterdam
- ARCHITECT@WORK Warsaw
- ARCHITECT@WORK Brussels
- Index Dubai
- ARCHITECT@WORK Rotterdam
- EQUIPHOTEL Paris
- ARCHITECT@WORK Lisbon

- 12/13 March (TAL+LITHOSS)
- 15/16 May (LITHOSS)
- 29/30 May (LITHOSS)
- 3/6 June (LITHOSS)
- 15/16 September (TAL)
- 3/7 November (TAL+LITHOSS)
- 4/5 December (LITHOSS)

Did you know....

Glad to have you back!

We're glad to announce a familiar face has returned to the TAL family. Geert Callewaert has taken up his role as an Internal Account Manager again. He's a valuable addition to our team and his expertise and commitment have always been greatly admired. No photo needed because those who have been working with TAL for a longer period of time surely know him!



At TAL, we work hard, but we also know how to throw a little party! In August, we had our annual summer party with all of the internal colleagues. Turns out we do not only have light experts in our midst, but also some pretty good dancers and bbq professionals!

It was also the perfect opportunity to thank everyone for their commitment and to celebrate the new path we decided to embark on as a company. We will continue this wind of change throughout 2024 and we're sure we'll be able to reap the fruits of our combined efforts soon!

Call to all lighting lovers.

We're looking for photos of projects that were realized with TAL products so we can feature them in one of the next TALK editions. Did you recently carry out a special project which you're proud of? Feel free to send your pictures to info@tal.be and we'll make sure to give your realizations some well deserved attention!

Operations.

One of our main goals for 2024 is to further improve our delivery lead times. In order to do so, our Operations Department is currently re-evaluating our warehouse stock. A comprehensive list will soon be available, and our new catalog will also contain a symbol pointing out the Quick Ship possibilities.

Price correction.

As we constantly strive to offer you the best products that meet your needs, we are pleased to inform you that we have been able to make some favorable price adjustments on our new 48V track systems.

Next to that, we didn't implement a price increase for 2024.

We are confident that this new pricing not only gives you great value, but also reflects our commitment to customer satisfaction and our management's vision of transparency.

New Catalog is coming.

We're currently putting the finishing touches to our new catalog, which will be available in March. The main purpose was to make it more transparent, and to add more visual material as support. Based on our sales analysis, we have also decided to further rationalise our product range in order to obtain a more coherent product portfolio. More to come with the release.

TAL
OUR LIGHT MAKES YOU SHINE

DESIGNED
SWITCHES
Lithoss

let's **TALK.**
in September

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