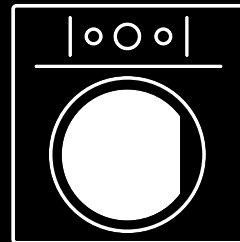
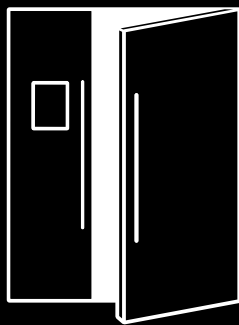
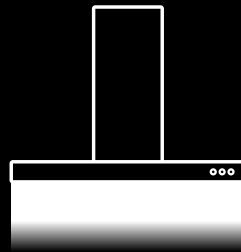
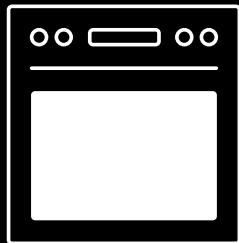


Light for Appliances





New light for new possibilities

How the change in lighting technology is also transforming domestic appliance lighting

THE DEVELOPMENT OF THE LED has brought about a fundamental change in lighting technology. The variability of parameters in terms of CRI, colour temperature, type and power rating is opening up entirely new lighting design possibilities – also in the domestic appliance field. What were simply known as “white goods” in the past have now developed to be an integral part of our domestic lifestyle. Domestic appliances are becoming showpiece objects, skilfully presented through the use of modern LED lighting solutions.

LIGHT DESIGN MAKES THE DIFFERENCE

Our engineers are working on LED systems which exploit the potential of the new technology to the full as well as meeting the specific requirements of different types of domestic appliance. In addition to functional quality features, such as light control, thermal management and energy efficiency, design is playing an increasingly important role.

QUALITY COUNTS

Cooker hoods, ovens, microwaves, refrigerators, washing machines, tumble driers or dishwashers all have very different lighting requirements. Under the umbrella brand BJB///OEM-Line, we are therefore developing specific solutions for each of the product sectors AIR, HOT, COLD and WET. These are tailored to one type of appliance. Light and product quality are of key importance here.

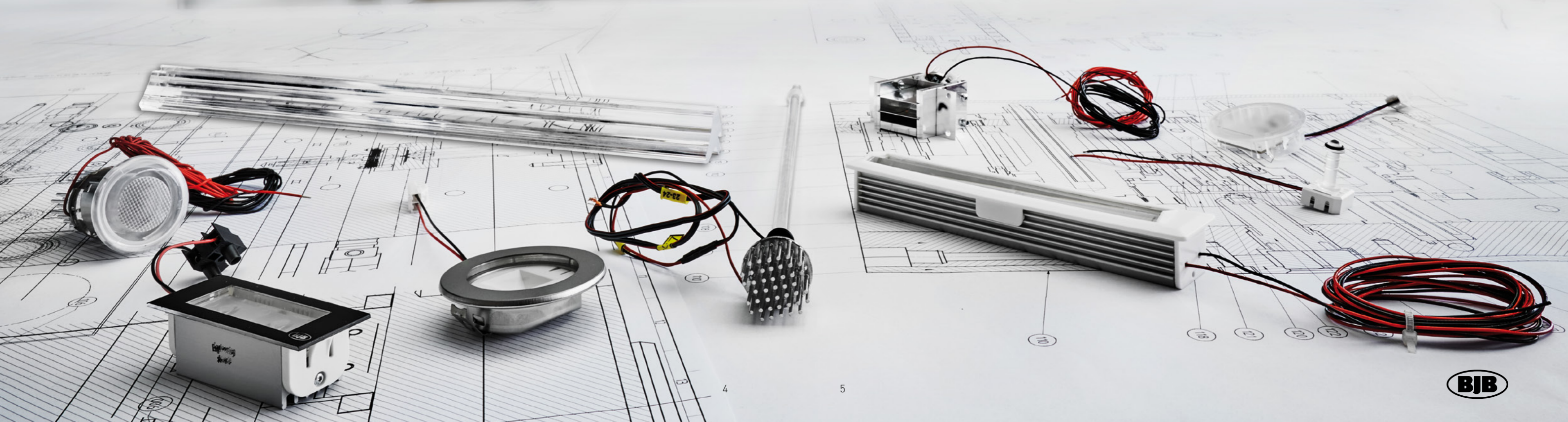
EFFICIENCY AND INNOVATION

New light brings new possibilities. In our solutions, extremely compact light sources with high energy efficiency are combined with optical components to achieve specific light distribution. This results in significantly improved versions of familiar designs. There are also completely new approaches which would not have been possible using conventional means. You will find a number of examples described in this brochure.

GOOD LIGHT MAKES APPLIANCES BETTER

In domestic appliances, good light can be seen as an additional dimension in the perception of quality. For developers and manufacturers, therefore, it is becoming a new distinguishing feature. Perhaps even the most important.

BJB makes quality visible! With this approach and our decades of experience in lighting technology and domestic appliance lighting, we carry out all work stages in-house, from the idea through to the finished product. Find out more on the following pages.

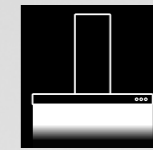


If cooking is your favourite pastime, you need to see exactly what you are doing.

Each domestic appliance has its own requirements. For example, cooker hoods. There are numerous versions on the market, ranging from standard models with basic functions to high-tech design models with the latest technical equipment and high-quality materials.

We have developed corresponding LED lighting solutions which are consistent with the particular character and individual positioning needs of each appliance. The basic model itself is well-engineered and achieves homogeneous illumination of the hob with minimum energy consumption. Other models provide superior light quality by means of asymmetrical light distribution and the various surface finishes of the frames make a strong visual impact, as required nowadays in high-end appliances.

Conclusion: BJB's lighting technology solutions cover the entire range of cooker hoods, both in new developments or as replacements for existing halogen solutions.



BJB//OEM-Line AIR

LED

Lighting solutions for cooker hoods

Particular features of the BJB//OEM-Line AIR are:

Flexibility: Compatible with all current cooker hood versions

Optimum illumination: Light is focused directly onto the hob

Energy efficiency: Low system costs, higher energy efficiency class

Simplicity: Less installation and wiring work. Coding ensures correct installation

Robust: Long service life, shock-resistant, minimal maintenance requirement



Recessed LED luminaires 77.101.1002 and 77.102.1001 for cooker hoods. Asymmetrical light distribution, minimal stray light. Here specially equipped with contrasting black high-gloss frame.

Why technology and design belong together

“The experience of light enhances domestic appliances” – says product designer Stefan Ambrozus. An interview.

The career of product designer Stefan Ambrozus began in Essen, where he studied industrial design at Folkwang University and subsequently established his first design studio in 1991. He moved to Cologne in 2000. Domiciled at the new Creative Quarter Ehrenfeld, he now develops together with five colleagues design solutions for consumer goods and industrial products. His working methods focus

entirely on his claim to develop a comprehensive understanding for every product, including all stages from its production and distribution to its use and ultimate disposal. This strategy has proved extremely successful. Numerous awards from well-known institutes and organisations such as Red Dot and IF Design are convincing evidence.

GOOD DESIGN INCREASES ACCEPTANCE

Industrial design is more than just surface polishing or decoration. The creative process centres on support of functionality, improvement of usability, sales promotion and implementation of all relevant norms and standards. The design must encompass all of these different aspects and combine them in a harmonious whole. Where this is achieved, the product's acceptance among users increases significantly. In addition to the basic technical functions an appliance has to offer, it receives psychological added value which may be expressed in various dimensions: prestige, pleasure in usability or technical innovation. Therefore the market is certainly willing to grant a special, “design” bonus, not available for carelessly designed mass products.

What perspectives does a product designer include in his work? Stefan Ambrozus explains: “Developers, designers, distributors, manufacturers and consumers all consider products from their respective point of view and – consciously or unconsciously – make their demands on design accordingly. A designer's task is to sense these expectations, detect them by asking questions, filter them and combine them.” In this way, nothing is left to chance from selecting material to styling. A harmonious end result requires a design concept with every detail taken into account. Harmony actually seems to be one of the most important values in the creative process at Ambrozus' studio. Both as a principle of order and as the reflection of the result. As in music, any dissonances in terms of material combinations, proportions, insufficient technical attributes or faulty interaction very quickly manifest themselves as unpleasant emotions.



Stefan Ambrozus



LIGHT AS A NEW DIMENSION OF QUALITY

Good design invariably also requires technical knowledge and understanding. In virtually all areas of product design, a designer works together with an engineer. “For example, technical innovations such as LED light are replacing conventional solutions and opening up entirely new cooker hoods and other large kitchen appliances”, Ambrozus explains. “In this way, a product suddenly takes on a new dimension in quality, which did not exist before.” This is described in rational terms by the argument of energy efficiency, in emotional terms as “new lighting experiences”.

PARTNERS AND PROJECTS

Household appliances and luminaires rank among the most important areas of work besides living rooms, kitchens, tableware and public design. Stefan Ambrozus and his team work for well-known manufacturers of luminaires and household appliances such as Zumtobel, Berbel or Miele. A recent highlight: two of their cooker hoods designed for Berbel won the Red Dot Award at the beginning of 2015.

But Ambrozus is also in demand in other areas. For instance, he has also worked for brands such as Villeroy & Boch, Butlers, the system components manufacturer Vauth-Sagel and the street furniture producer Runge. Accordingly, the portfolio of individual projects realised by Ambrozus is extremely diversified. It includes many different items, such as an indestructible vacuum cleaner nozzle or a bombproof waste bin for railway stations and airports.

For BJB, he designed the ADS ONE wiring robot. The smallest robot of the ADS series has been given a look which supports its usability and emphasizes the idea of efficiency. Ambrozus' influence can also be seen in the new BJB products for household appliances. Here, he developed concepts, provided impulses and laid down principles of design and material selection, which “have become visible as quality attributes” in many technical and visual details. Simply because technology and design belong together.

AWARDS

- 2 x Design Center Stuttgart
- 2 x Focus Lebensart “Focus Lifestyle”
- 1 x GEP Design competition
- 10 x IF Design Award
- 6 x Industrie Forum Design
- 1 x Mia Seeger Award
- 1 x Nomination for the Design Award of the Federal Republic of Germany
- 1 x Plus X Design Award
- 12 x Red Dot Design Award
- 3 x Red Dot “best of the best”
- 1 x NRW State Award





From the idea to the finished product: Made by BJB.

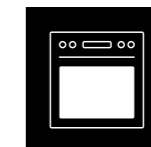
We produced our first oven lamp in 1979. Today we develop lighting technology solutions for the entire range of large domestic and kitchen appliances.

LEDs are also becoming increasingly well-established in the domestic appliance lighting field. They are already widely used in refrigerators and are more and more in evidence in cooker hoods. In ovens and microwaves, special demands have to be taken into consideration due to the extreme environmental conditions. They are even used in dishwashers and washing machines.

The special challenge in the case of domestic appliances: Their lighting has to be adapted to very varied conditions. This is why our research and development team is continually working on new or improved products. For this purpose, we simulate selected lighting scenarios in our own lighting laboratory. By producing prototypes, we can then react quickly and flexibly to very specific inquiries. Computerised operations also speed up our internal processes considerably.

Because we cooperate closely with various universities and other scientific institutes, our products and processes are not only state-of-the-art – they are often even more advanced. Our practical experience as market leader over the last 30 years is helpful here, as is our detailed knowledge of the demands which applications have to meet.





LED

Lighting solutions for ovens and microwaves

Particular features of the BJB///OEM-Line HOT are:

Flexibility: Compatible with current cut-outs

Optimum illumination: Greatly improved light quality in the oven chamber

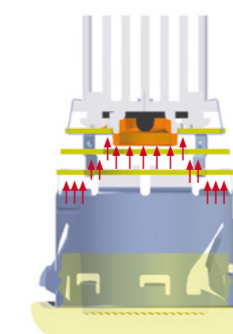
Energy efficiency: Low system costs, higher energy efficiency class

Innovation: High-end solutions with revolutionary light distribution to all levels, AIRPASS technology (patent pending) to seal off heat from the LED

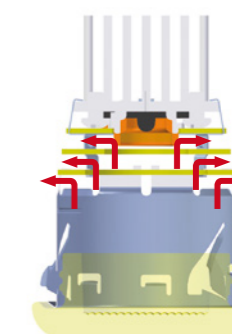
Robust: Long service life, shock-resistant, easy to clean, minimal maintenance requirement

How we prevent heat from destroying the LED in the oven

AIRPASS by BJB



Heat containment

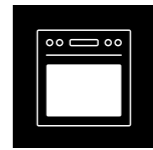
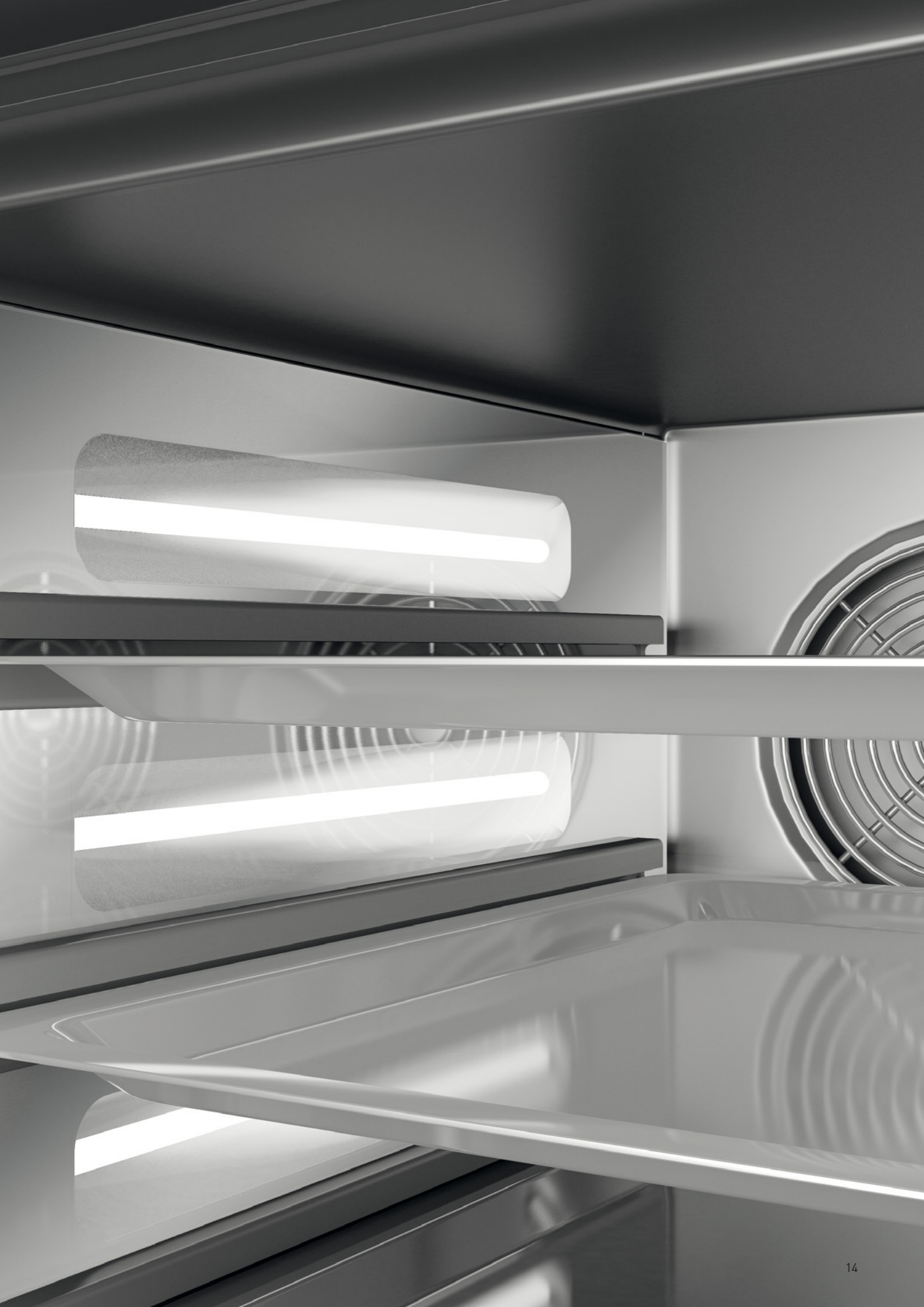


Air circulation

An innovation from BJB: AIRPASS technology

LEDs are well-known for being extremely heat-sensitive. Their use in ovens is therefore only possible under certain conditions. For this reason, the LED oven lamp 77.110 is equipped with a sophisticated design for thermal management. Three AIRPASS discs made from a special high-temperature material provide an efficient thermal separation by sealing off radiant heat. At the same time, specially positioned openings ensure that air can flow out to the sides. In this way, the temperature around the LED is reduced so much that its full performance capability is maintained.

LED solutions are becoming increasingly widespread in the field of domestic appliance lighting. Nevertheless, in view of the special environmental conditions associated with high-temperatures, we continue to offer tried-and-tested halogen-based options.



Crispy or not? Good light is essential.

Satisfactory baking results depend on the right timing. Of course it helps if you can have a look in the oven. This is the only way you can really judge what point you have reached. For this purpose, good colour rendering and homogeneous illumination of all levels are very useful. The LED lighting system 77.112.1001 achieves this by means of laterally positioned light guides equipped with an LED at both ends.

All materials which we use in our systems are also tested under extreme pyrolysis temperature conditions. Long-term simulations in special furnaces and other tests provide information on the durability and lifetime of a product.



Thermal tests in furnaces in the BJB laboratory...



...are only some of the prerequisites for good oven lighting.

The kitchen has always been my living room

What TV chef Olaf Baumeister has to say about good food and his passion for quality. An interview.

Anyone who is literally under the spotlight understands the value of good lighting: The TV chef Olaf Baumeister regularly inspires his audiences with regional dishes which he seasons with spices and flavourings from all over the world. Much as his TV viewers enjoy the show, there can be no doubt that the guests at his restaurant "Seergarten" by the Sorpe lake appreciate him even more. Here, Baumeister and his team work

with local produce which they enhance in unusual ways – for example "Sauerland Sushi" made of pearl barley and marinated trout. His real secret recipe, however, is his attention to detail and what he calls "love of cooking". With deep conviction he has devoted himself to a careful, almost loving, treatment of the ingredients used in his creations. He explains why in the interview.

OLAF, YOU COME FROM A FAMILY OF COOKS. HOW WOULD YOU DESCRIBE YOUR STYLE OF COOKING?

In short: Regional, fresh, the finest basic produce, combined with flavourings and ingredients from all over the world. I love to season a locally grown pumpkin with Asian spices. Or to combine a fillet of beef with elderberry muffins. I enjoy experimenting, but everything has to stay simple and natural with as few changes as possible.

WHICH FOOD BRINGS BACK ESPECIALLY FOND MEMORIES FOR YOU?

The food we had at home. My father used to cook and I stood next to him. You could say the kitchen has always been my living room. I liked braised dishes the best, with the aromas and flavours of various different ingredients mingling. That still brings back nostalgic memories.

WHAT QUALITIES DOES ONE NEED TO COOK AT SUCH A HIGH LEVEL?

A good team. People to support you. We now have 75 staff altogether. That means a lot of coordination work. For me it is also important to respect the achievements of others. And you need motivation so that you continue to enjoy your work.



Olaf Baumeister



AND YOUR FAVOURITE DISH IS...

Anything – so long as it's made with "loving care"!

THANK YOU FOR TALKING TO US OLAF!

Olaf Baumeister (43) completed his training as a chef in the two-star restaurant Residence in Essen-Kettwig. In 1992 he took over his parents' business in Langscheid am Sorpesee and has been steadily expanding ever since. He is committed to regional cuisine and uncompromising quality and always tries to establish a rapport with his guests. He has a straightforward, easy-going character.

He is also a TV chef in the series "Südwestfalen Lecker!" His business currently includes a beach bar, a bistro and the Seergarten restaurant with hotel.

Still under construction, but nearing completion is the "Seegärtnerei", a highly original concept in which fruit, salad ingredients and vegetables for the restaurant menu are grown especially for him on plots of land in the local Soester Börde area. Grown, harvested and prepared locally and eaten in a restaurant especially set up for the purpose – an admirable undertaking (with very tasty results).

Photos: www.niklasthiemann.com



Hotel and restaurant in Langscheid at Sorpesee

WHEN DID YOU REALISE THAT YOU WANTED TO BE A COOK?

Not immediately, because at first I was working on the service side in my parents' business. It was when I was 15 or 16 that I realised I could cook. At least my friends were suddenly very enthusiastic about what I was making. From that point on, it was clear that this was the only profession for me.

WHAT DO YOU HAVE IN YOUR REFRIGERATOR AT HOME?

A lot of vegetarian food because my wife and children don't like as much meat as I do (he laughs). So we have a lot of vegetables and salads at home. I like to have meat and fish occasionally when I'm cooking in the restaurant.

ARE THERE SECRETS THAT A CHEF WILL NEVER REVEAL?

Yes!

PEOPLE ALWAYS SAY THAT THE LANGUAGE CAN BE HARSH IN A RESTAURANT KITCHEN. IS THAT TRUE?

Absolutely! I've often experienced this myself and I've heard the same from other people. Sometimes you hear unbelievable insults that I don't want to repeat here. It doesn't happen everywhere of course, but it's not so unusual. The atmosphere in our kitchen is different

though. Anyone who's being insulted all the time gets nervous and that isn't a good basis for doing an excellent job. That's my opinion at least. Perhaps others would disagree.

WHAT FAMOUS PEOPLE HAVE YOU COOKED FOR?

Oh, hopefully I won't forget anybody. It doesn't generally make any difference to me whether a person is well-known or not. Because we also do a lot of catering, situations naturally arise where one or two celebrities are present. For example Atze Schröder or Kaya Yanar. Or, in the case of receptions for politicians, we had Gerhard Schröder, Friedrich Merz and Hannelore Kraft. I've also cooked for various pop and rock stars, such as Seeed, Fanta 4, Peter Fox or Revolverheld. But, as I said, I hope I haven't forgotten anybody (he laughs again).

WHICH INGREDIENTS WOULD YOU LIKE TO BRING BACK INTO FASHION?

Nothing in particular at the moment. Every good ingredient has its own appeal. There's nothing I would really give preference to. Our concept consists of classical cuisine plus that "certain something". We like surprises too. There is one thing, though: I'm currently working on a Sauerland gin with some friends of mine. I could imagine that becoming fashionable...

Good lighting with directional light control. Lets you see more.

This is how light should be: clear, bright, natural and, above all, always exactly where you need it. This is why, with the refrigerator lighting system 77.106.1001 for example, we work with precisely coordinated light-guide elements which are attached to the shelves and provide perfect zonal illumination with a maximum of two ceiling luminaires.



LED

Lighting solutions for refrigerators

Particular features of the BJB///OEM-Line COLD are:

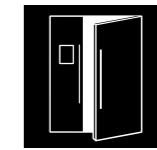
Flexibility: Pre-configured recessed luminaires with light-guide elements and equipped with LEDs as required

Homogeneous illumination: Greatly improved light quality by means of lens and glare limitation

Energy efficiency: Low energy losses due to reduction of cut-outs, higher energy efficiency class by changing to LED

Innovation: High-end solutions with deflection prisms on the shelves

Robust: Long service life, no need to replace light source, easy to clean, minimal maintenance requirement



BJB///OEM-Line COLD



An idea is drawn up...



...and the lighting technology simulated.



LED assembly is carried out in our own ESD-protected facilities.



An idea from BJB: Homogeneous illumination of the individual compartments from top to bottom is possible by means of ceiling luminaires and the use of deflection prisms on the shelves.

The kitchen as a status symbol: 21st-century lifestyles

Today technology plays a greater role in people's everyday lives than ever before. And yet we are still just at the beginning. The position that modern technology will take in houses and flats in future, and what meaning it will have for work in the household, is very much dependent on how far manufacturers take a critical look at social trends, in order to recognise the potential which can be gained from change.

Christian Rauch, Zukunftsinstitut

A PLEASURE INSTEAD OF A CHORE: HOUSEWORK IS BECOMING MEANINGFUL

If people are asked which activities they enjoy in the household, then cooking is the clear winner: 66 percent of Germans say that they enjoy cooking, according to an opinion poll carried out by Zukunftsinstitut within the framework of the 'Future Living' trend report produced for Siemens. The fact that cooking is the favourite housework by far has a lot to do with the creative character of this activity: In our knowledge-based society especially the younger and increasingly well-educated generations have a strong need for meaningfulness and personal satisfaction from the tasks they engage in on a daily basis - and housework counts as a part of this.

As a counter-trend to increasing time constraints and the complexity of daily life, as an antidote to our accelerated lifestyle with constant mobility, housework serves more and more often a conscious deceleration technique. The wish to have more time for oneself, and for the things that are really important, leads more and more people to seek creative self-development in the kitchen. For example by trying out recipes in peace and quiet, or inviting friends over to cook and eat together.

THE KITCHEN IS BECOMING A STATUS SYMBOL

What is more: Creative housework is becoming the new status symbol. Especially for young successful professional women and men, who mostly work with computers, domestic-style activities such as cooking and baking, or home gardening, i.e. growing their own vegetables, fruit and herbs, are becoming sensual cravings and pleasurable experiences to be celebrated. Emotionally charged, they serve as stylistic devices in the temporary flight from the virtual working world and hypermodern urban life.

Seen as creative, meaningful and fulfilling, they step out of the shadows into the light of public attention and self-representation. This explains why a beautiful kitchen has clearly overtaken typical status symbols in the rankings of those things considered valuable. According to our study, for 57 percent of those polled a great kitchen is more important than a great car (29 percent), a great hi-fi/video set-up (8 percent), or the latest smartphone or tablet (7 percent). Housework is becoming presentable. It's becoming visible results in idealisation and aesthetic exaggeration. For city dwellers who are pressed for time it can become a ritual, even a luxury. This dramatisation of housework provides a stage for those household appliances which adopt such new quality characteristics.

USABILITY AND EFFICIENCY

Yet in exactly the same way as the question of what we cook is gaining in importance - organic, regional, vegan, or perhaps even meat as an exception? - the question of how we cook is becoming increasingly significant. Very rational criteria also continue to play a role here: For example, 72 percent of Germans pay attention to the energy efficiency of household appliances. This is a characteristic which is now ranked just below

spective, but rather of universal design concepts: To design products, including kitchen equipment, in such a way that simple use is possible with a high degree of error tolerance. In the end, all generations will profit from this.

This is no contradiction in terms to aesthetic standards. Because, in this point especially, the priorities of the consumers are clear: According to the results of our trend report, 94 percent would like to have light rooms when they think of a dream kitchen.

HIGH-TECH MEETS HIGH-TOUCH

The fact that it will become increasingly critical to get to grips with such requirements can be seen by the fact that kitchens have long been more than simply rooms for an important part of the housework. In the meantime they have become places of identity and self-fulfilment, where people want to realise their own very personal ideas. Three

quarters of Germans say that they find it important to feel at ease in the kitchen. This means an increase in the importance of modern household appliance technology. Its importance is measured in terms of its contribution to the quality of life. This is also what consumers expect: 61 percent are open to innovation in household appliances and as many as 4 out of 10 people polled explicitly placed great importance on innovative technology. High-tech and high-touch - must therefore go hand-in-hand if they are to satisfy customer expectations in future.



usability. 'When it comes to household appliances, I would like to retain an overview when I am operating them,' is the basic requirement for 87 percent of Germans.

And almost three quarters expect their kitchen equipment to have system solutions which will ensure smooth working processes. At the same time, user-friendly design provides more safety for all different age groups working with household appliances. The right lighting undoubtedly contributes to this. Here too, as in the field of general lighting, the future will be defined by the LED.

Barrier-free living will continue to gain in importance in the future. It is less a question of an age and disability per-



Christian Rauch (37) is a sociologist and has been working for more than ten years as a trend researcher and futurologist, and today manages the Zukunftsinstitut office in Frankfurt am Main. There he is responsible for projects for companies in different fields. His work focuses on trend analyses and studies of future mega trends and their effect on the economy and society.

Heat, moisture, vibrations.
So what? Good light is
possible everywhere.



LED

Lighting solutions for washing machines, tumble driers and dishwashers

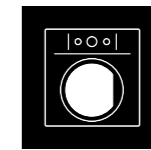
Particular features of the BJB///OEM-Line WET are:

Flexibility: Extremely small recessed luminaires with light guide rod as modular solution for numerous applications. Adapters for various different installation situations

Optimum illumination: Light guide technology for maximum illumination from minimal light-emission area of only \varnothing 6 mm

Energy efficiency: Use of various LED versions possible

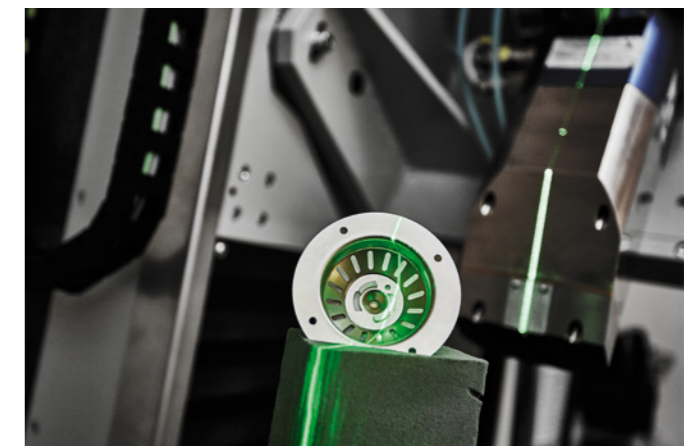
Robust: Functions reliably, even under extreme environmental conditions



BJB///OEM-Line WET



Plastic laser-sintering systems enable fast, economical production of small batches and individual solutions, even with geometrically complex designs



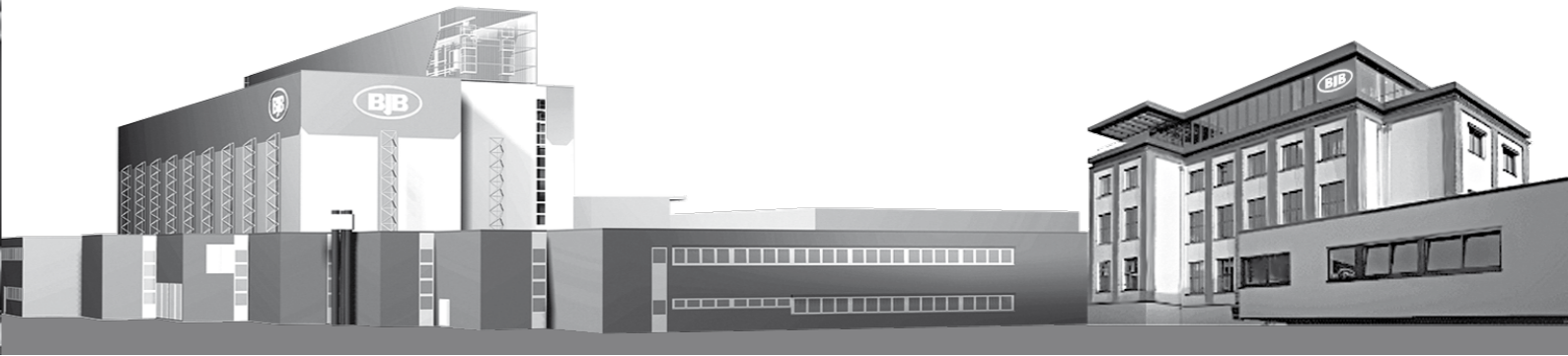
Computer tomography for quality analysis

Impressive: Light for washing machines, tumble driers and dishwashers. I.e. for appliances which are subject to extreme environmental conditions and in which economical lighting would not be possible without the use of LEDs. BJB universal luminaires with light guide rods not only withstand wetness, heat, moisture, vibrations and steam – their service life often exceeds that of the appliances in which they are used, thus eliminating maintenance work and the need to replace the light source. They also offer the lowest possible energy consumption.





About BJB



DATA & FACTS

BJB was founded in 1867 by Friedrich Wilhelm Brökelmann, Franz Jäger and Gustav Busse. The business began as a factory for petroleum lamps and developed into a company which manufactured components for establishing the connection between power supply and light. Today, BJB is a lighting technology brand which supplies innovative solutions to the lighting and domestic appliance industries worldwide.

BUSINESS SECTORS

- BJB Lighting: Lighting solutions and components for luminaires
- BJB Appliance: Lighting solutions for domestic appliances
- BJB Automation: Machines and equipment for automating luminaire and domestic appliance manufacturing processes

EMPLOYEES

700 worldwide

BJB INTERNATIONAL

Headquarters: Arnsberg (Westphalia, Germany) Subsidiaries in China, Spain, England, Japan, Italy, Hong Kong, Taiwan and the USA Representatives in 50 other countries Products supplied to 70 countries.

RESEARCH & DEVELOPMENT

Every year, there are numerous new developments and improvements to the 3000 different products that we sell. In an effort to achieve continuous progress, our engineers carry out detailed studies of products, markets and customer expectations. They work with the latest technical materials, devices and processes, including:

Rapid Prototyping

Laser sintering processes and 3D printers enable us to produce finished models based on design data very quickly without manual intervention.

Computer Aided Technologies

Computer-aided design enables precise results to be obtained more quickly. Models are designed, simulated and optimised on the computer. The analysis functions, which examine components at an early stage to determine their robustness, performance and other characteristics, are particularly useful:

- Computer Aided Inspection
- Computer Aided Engineering
- Computer Aided Design

Light laboratory

For the measurement of luminous flux, light spectrum, luminous intensity, colour temperature, colour rendering, chromaticity coordinate, luminous flux curves and colour shift.

The integrating sphere enables particularly precise measurements to be carried out. It has almost ideal diffuse radiation. This makes it perfect for measuring the total luminous flux of various light sources and laser and light radiation. It even creates a reference source which can be used to compare detectors.

Equipment used in the design process

In order to be able to ensure 100 per cent quality at all times, we test our materials and products with machines from Zwick, the leading manufacturer of test equipment worldwide.

PRODUCTION

From the idea to the finished product, we cover the entire value-creation chain in-house. Production, as the main process, includes:

- Plastic injection moulding incl. toolmaking
- Metalworking
- Assembly
- Circuit board production with automatic placement machine, screen printing system, reflow oven and testing technology

QUALITY MANAGEMENT

International certification organisations confirm the quality of our processes and products.
 Quality management: ISO 9001
 LED standardisation: Zhaga
 Safety & quality:
 - VDE
 - ENEC certificate of the VDE
 - CQC (China Quality Certification)
 - cUL us (Underwriter Laboratories)
 - JET (Japan Electrical Safety & Environment Technology Laboratories)
 - X-ray computed tomography (CT) for layer, defect and wall-thickness analysis, etc.

BJB domestic appliance lighting



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