



The Power of Two

Defining the future of
connected lighting together

Signify Partner Program



Lighting projects are getting more complex by the day. That's why working with quality partners is the key to realizing successful lighting installations. The Signify Partner Program creates partnerships which will unlock new business potential. We call it the power of two. Connect with world-class brands, extraordinary professionals, and an immense amount of expert knowledge. Join our alliance of excellence today and let's build the future of connected lighting together.

Trust in the power of two.

Empowering collaboration

As a Signify Value Added Partner, you are part of an inspiring community of like-minded professionals, where you not only increase your brand's visibility, but also engage with some of the world's most innovative businesses, resourceful suppliers and experienced sellers. An energizing exchange of skills, knowledge, ambition and ideas. And you benefit from Signify's specialized support.

Your quality partner

As the world leader in lighting and the number 1 lighting company for the Internet of Things (IoT), Signify is constantly pushing the boundaries of what's possible. Interact, our IoT platform, enables the connected LED lighting systems of the future. Embedded sensor networks collect data that you put to your advantage: well-informed decisions, unequalled operational efficiency, and significantly reduced costs. We make lighting intelligent.



“Together we’re better at finding solutions for our customers, however big the challenge may be.”

We're proud to market the best lighting brands in the world:

PHILIPS

Global brand in professional and consumer lighting

interact

Our Internet of Things platform and connected lighting systems

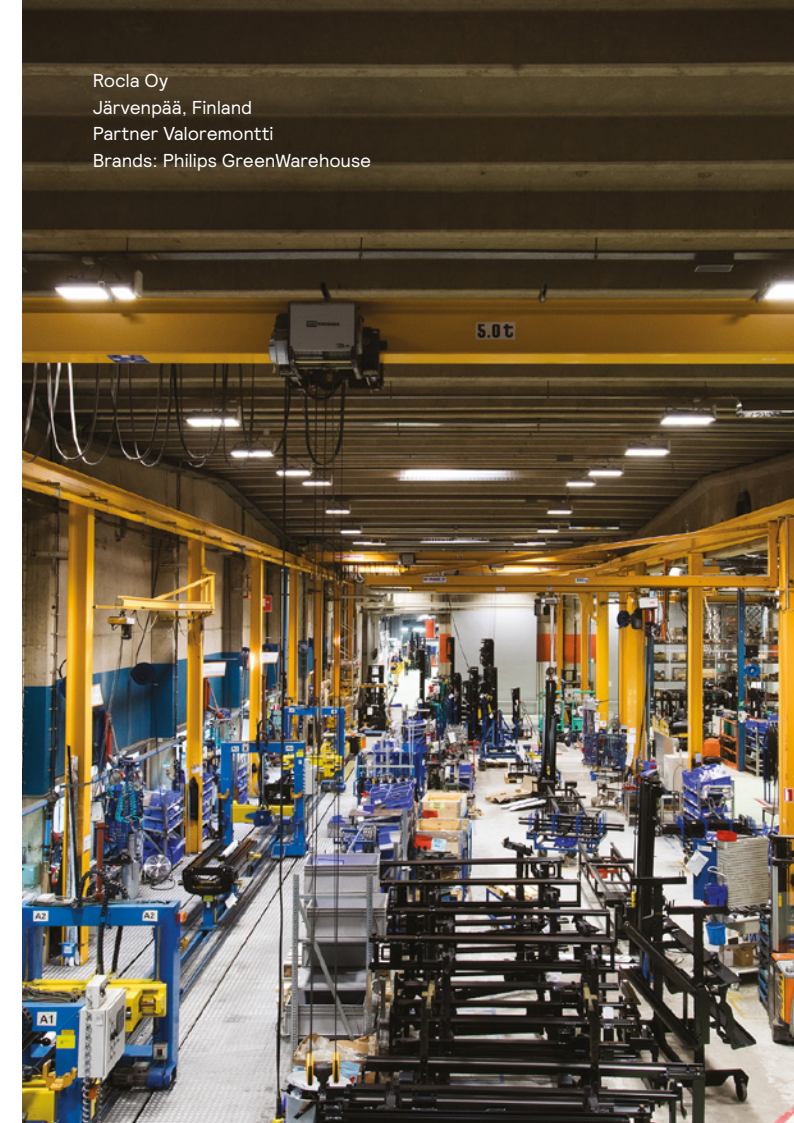
 **COLORKINETICS**

Our global brand in dynamic architectural lighting systems

PHILIPS
dynalite

The world's finest lighting control system

Rocla Oy
Järvenpää, Finland
Partner Valoremontti
Brands: Philips GreenWarehouse



Meet our partners

Brandon McCartney,
Pro-Cal Lighting

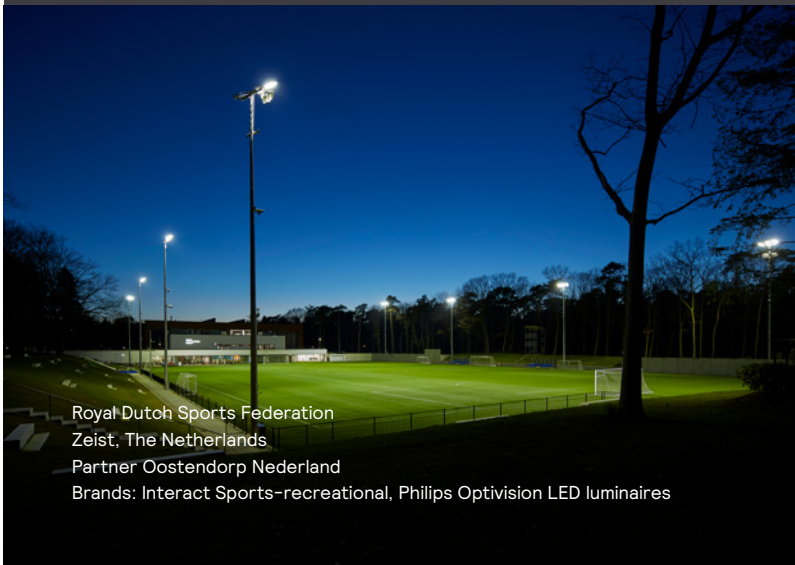
“We’ve been a Value Added Partner for two years and it’s been very successful. Pro-Cal is different because of the value we bring to the customer. We offer multiple products: audit, design, installation and service.”

“A project we’re very proud of is with the Gaslamp Association in San Diego. We upgraded their street lighting with pole-to-pole installations using Color Kinetics products with localized controllers. We also lit up the iconic fabric roof of San Diego Convention Center’s Sails Pavilion using Color Kinetics color-changing lighting systems. That project was the catalyst for our Value Added Partnership. How the Value Added Partner Program helps? Project and knowledge sharing. When we work with other Value Added Partners, we can benefit from each other’s expertise. Also, Color Kinetics experts are just a phone call away. The power of two? A mutually beneficial collaboration.”



San Diego Convention Center
San Diego, USA
Partner Pro-Cal Lighting
Brands: Color Kinetics

“When we work with other partners, we can benefit from each other’s expertise.”



Royal Dutch Sports Federation
Zeist, The Netherlands
Partner Oostendorp Nederland
Brands: Interact Sports-recreational, Philips Optivision LED luminaires



View other Certified
Value Added Partners on
[signify.com/partnerprogram](https://www.signify.com/partnerprogram)



Curtis Hixon Waterfront Park
Tampa, USA
Partner SESCO Lighting
Brands: Color Kinetics

Kyle Ledford,
SESCO Lighting

“We’ve been partners with Signify for almost 20 years. It’s a long-term, trusted relationship. Together we’re better at finding solutions for our customers, however big the challenge may be.”

“I’m passionate about what I do, and Color Kinetics really helps differentiate me in the marketplace. I’m grateful for my career and that my reputation is associated with them. And that any time a client needs something, they know they’ll be taken care of. The opportunities so far have been amazing and I’m looking forward to the opportunities of the future.”

“We’ve been partners with Signify for almost 20 years. It’s a long-term, trusted relationship.”



ATEA office
Stavanger, Norway
Partner: Atea
Brands: Interact Office, Philips luminaires

Partnership levels



Value Added Partner

World-class system integration professionals in lighting and IoT with expertise to sell, resell and service (connected) lighting products and systems from the Signify portfolio (Philips, Interact, Color Kinetics, and Philips Dynalite). In return, VAPs benefit from access to sales, marketing, training and technical support.



Certified Value Added Partner

High-calibre partners with proven expertise and a track record of positive sales results and successful project installations using lighting solutions from Signify's brands. In return, certified VAPs receive high-priority treatment and enhanced benefits and support.



“My customers know that if they need something, they’ll be taking care of.”

Kyle Ledford,
SESCO Lighting



Pillows Hotel Anna van den Vondel
Amsterdam, The Netherlands
Partner Toverli Lighting & Control Solutions
Brands: Interact Hospitality, Philips Dynalite

Partnership benefits



Access to a portfolio of the world's best lighting brands, including Philips, Philips Dynalite, Interact and Color Kinetics



Educational resources and classroom or online training (sales and technical) from Signify Lighting Academy



Marketing benefits such as co-marketing campaign materials, newsletter, promotion via social media



Use of Partner Program logos to harness the power of brand recognition



Access to the Signify Partner Portal. A one-stop-shop for our partners with training, education, commercial and technical documentation.

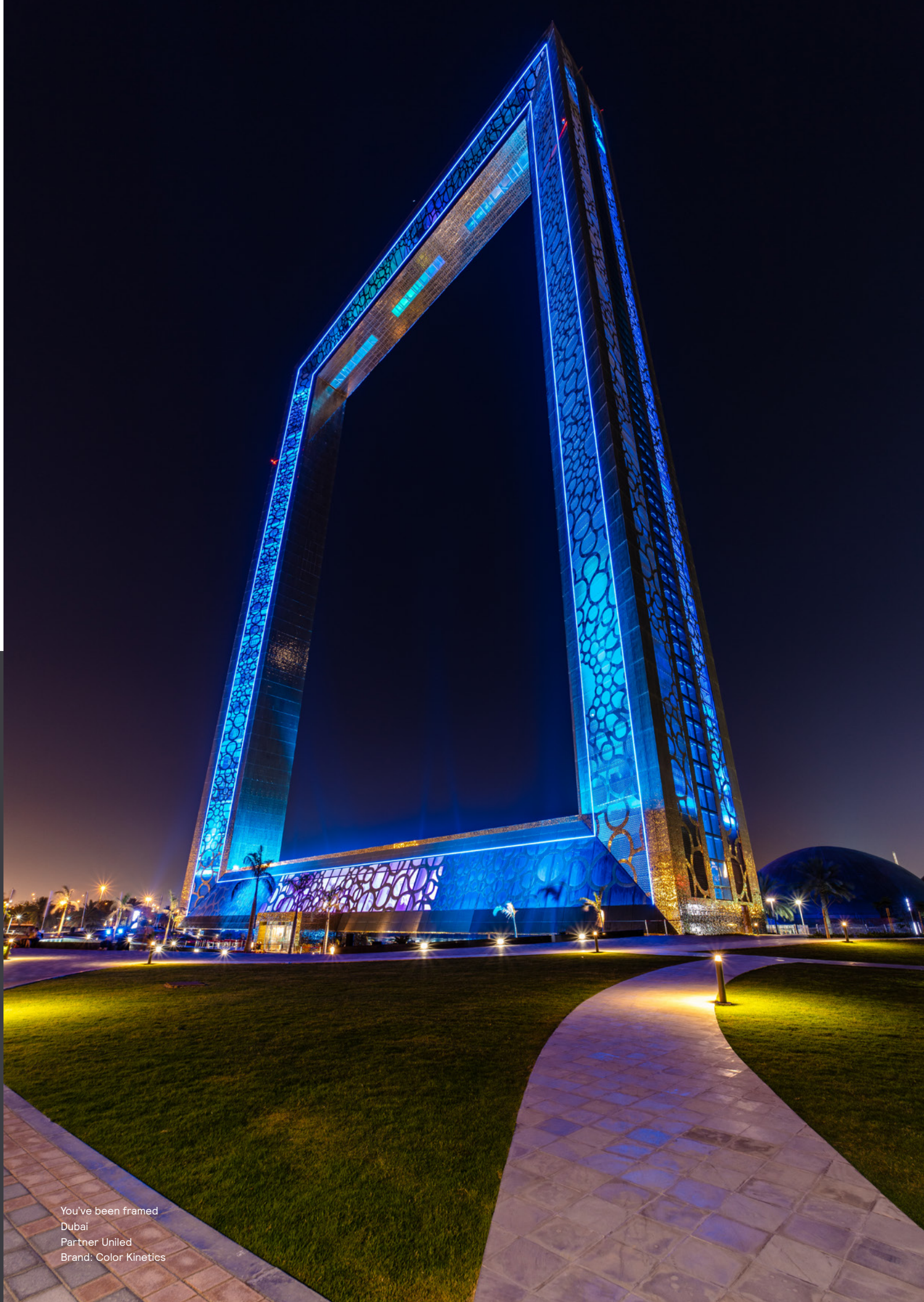
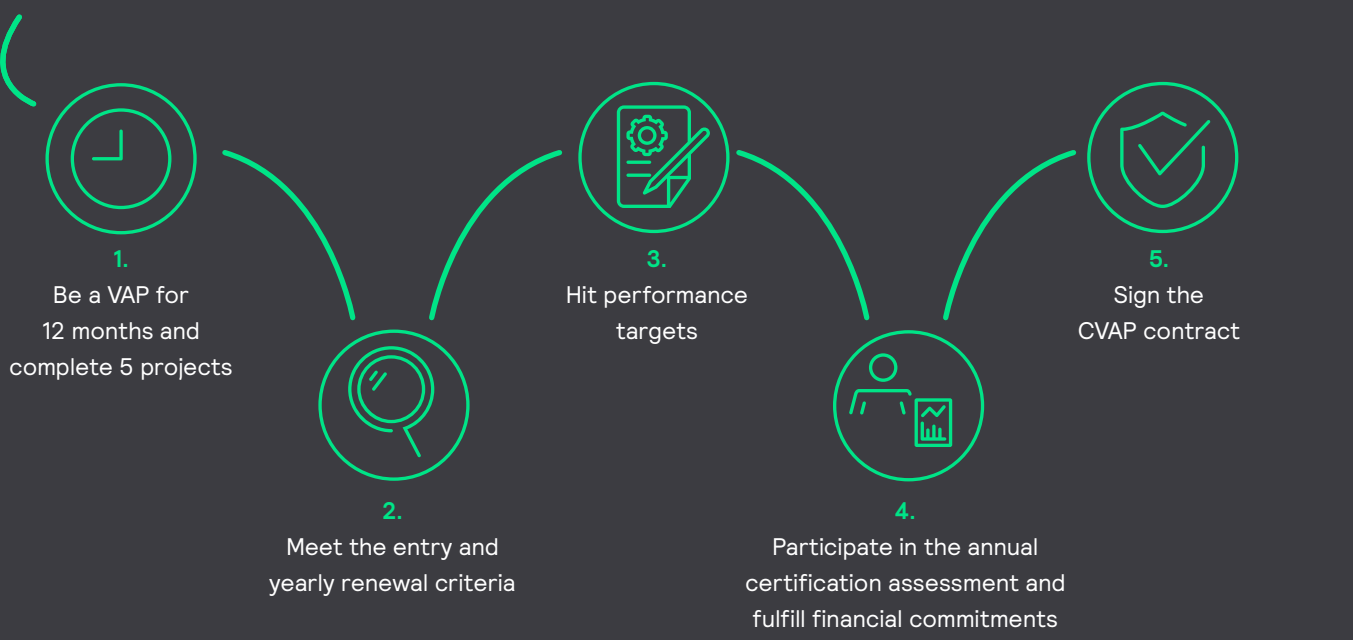


Technical resources and support for product integration from technical experts

Become a Value Added Partner



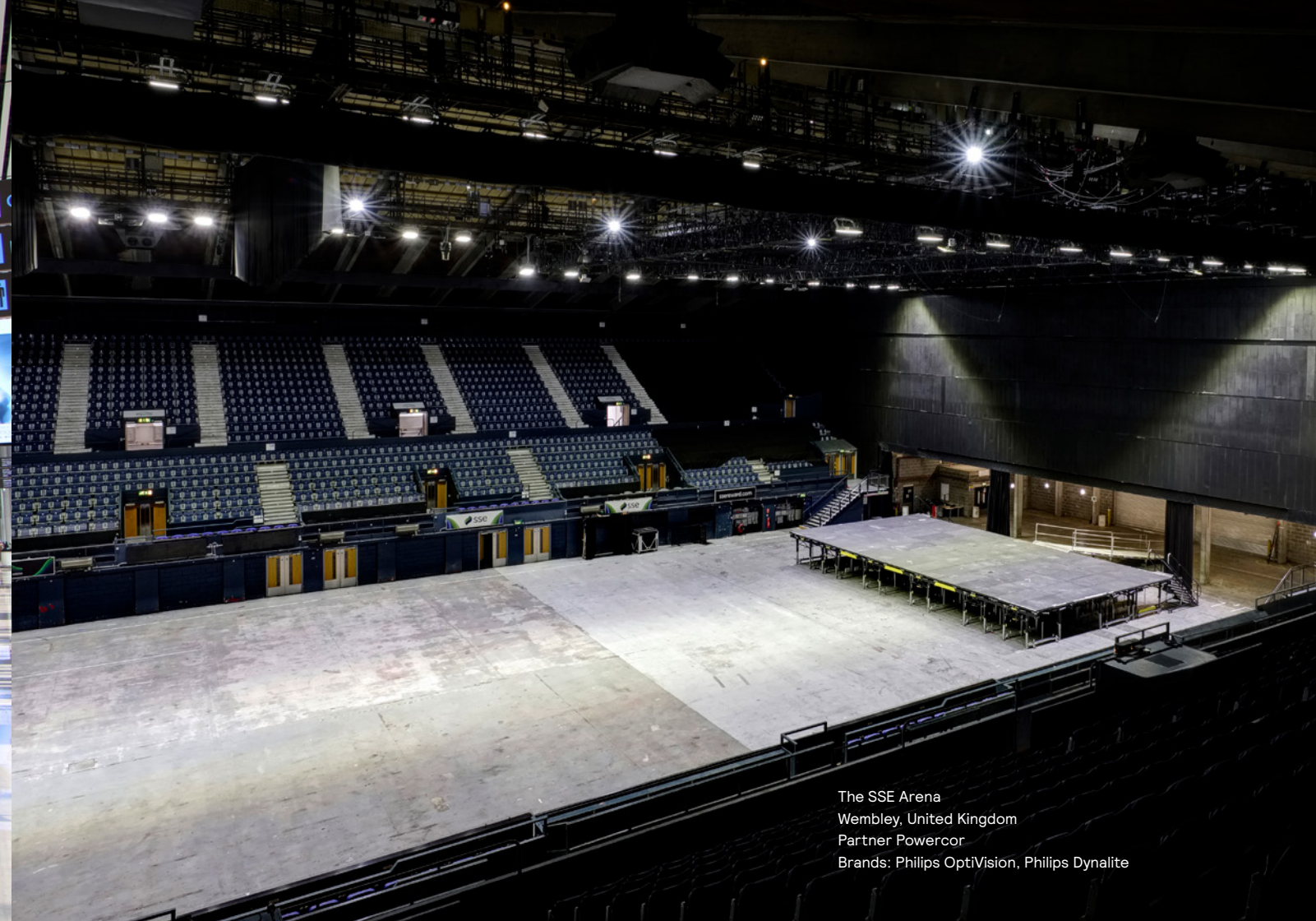
Become a Certified Value Added Partner



You've been framed
Dubai
Partner United
Brand: Color Kinetics



Changi Airport Terminal 3
Singapore
Partner Control Tech Asia
Brand: Philips Dynalite




The SSE Arena
Wembley, United Kingdom
Partner Powercor
Brands: Philips OptiVision, Philips Dynalite



Matagarup Bridge
Perth, Australia
Partner Light Application
Brands: Interact, Color Kinetics, Philips Dynalite



Modernization of the lighting system
Brzesko, Poland
Partner PROSTER Sp. z o.o.
Brands: Philips Dynalite, Philips GreenWarehouse



Start shaping the
future of professional
lighting and find out
how you too can
profit from the
#PowerOfTwo.



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