

Delta Light is building the future New HQ wing illustrates international growth ambitions

Moorsele, 27 February 2014 - Today Delta Light is unveiling its ambitious expansion plans for its company headquarters in Moorsele (Wevelgem). This major investment project will further emphasise Delta Light's international growth, high ambitions and Flemish origins. From its (West) Flemish roots, Delta Light has grown into a global player in the field of architectural lighting in just twenty-five years. The coming year will show how essential the company's local anchoring really is.

Since its establishment in 1989, Delta Light has evolved dramatically. Originally a strictly local player in mainly residential lighting, this family business now boasts global partnerships with various leading brands, lighting designers and architects. Whereas private residences are still a key component of the company's realisations, Delta Light has expanded its scope to include a broad spectrum of other sectors ranging from retail to hotels and the catering industry, from office buildings to surgeries and practices, from showrooms to museums and from the health care sector to public projects.

Local anchoring is a key asset

Due to its continued expansion, Delta Light's current HQ in Moorsele is no longer equipped to accommodate the company's daily operational and creative activities. *"That's why we jumped at the opportunity to expand this site",* says Peter Ameloot, Delta Light's Managing Director / Operations. *"The company's regional roots are embedded in its DNA. The vast majority of our staff were born in this region and we also work with a large number of local suppliers. In addition, we never stopped investing, not even during the crisis. That's why the decision to expand this site was just a matter of course."*

Investment in growth, focus on R&D

The expansion of the Moorsele site requires an investment of approximately € 20 million.

According to founder Paul Ameloot, the main reasons for the investment project are the continued expansion of the R&D department, international growth, pure ambition and also the added logistic challenges arising from the sector's increasing complexity. *"Since its incorporation, Delta Light has focused on in-house design, product development and production. This creative process demands constant alertness and the implementation of new technologies. Moreover, Delta Light likes to stand out from the competition by launching extensive new collections on a frequent basis. In turn, this causes the R&D department and the product development and testing facilities to expand. As a result, the combination of these factors, the continued breakthrough of LEDs and the company's own ambitions demand a continuous investment, not only in innovation and R&D but also in terms of space."*

The new building will house a state-of-the-art automated logistic centre, which should further improve product flow and process control. This frees up a sizeable area in the existing accommodation for the expansion of the R&D department, the lab and the production unit.

Focus on growth markets

Managing Director / Corporate Strategy Jan Ameloot concludes that *“we can look back on 25 years of Delta Light with a sense of pride and fulfillment but that doesn't mean we can rest on our laurels. We want to keep growing at home while building a reputation for quality in our new markets that mirrors our standing in other parts of the world where Delta Light has been the recipient of numerous awards. In markets such as the US, Asia, Latin America and Russia it is crucial to meet local standards and needs as quickly as possible. We want to offer the same quality of service in each of these regions, which is why we are investing such a huge amount of manpower, means and energy, both here in Moorsele and on site.”*

Distinct architecture acts as a calling card

Delta Light hired the architectural firm of Govaert & Vanhoutte to shape its headquarters and also enlisted their services for the expansion. Architect Damiaan Vanhoutte explains that *“Delta Light's new headquarters were inaugurated in 2002. The concept of the pure blackbox combined with mathematical glass sections and the white interior turned out to be a trendsetter with an international appeal.”*

The acquisition of the adjacent plot raised the question of expansion. In conjunction with the client, the architects elaborated the mathematical and modulated character of the building as well as its timeless appeal and abstract nature. Since there is no abundance of space, the idea of building an automated multi-storey warehouse proved to be the most practical. The question, though, was how to combine a height of 26m with an existing building with a height of just 9m40 on all sides? This is the kind of challenge that calls for an inventive solution.

Damiaan Vanhoutte explains: *“The cantilevered glass volume forms a counterpoint for the huge black mass that houses and displays a large quantity of artificial light. The contrast between the transparent and floating aspect and the enormity of the black mass. Daylight as opposed to artificial light. It's an inspiring multifunctional meeting space that provides an original and high-impact setting for creative processes, training sessions and workshops. The construction will also afford a view of the automated warehouse so every visitor can see what the company is up to.”*

The cantilevered glass acts as a kind of lantern for passers-by and considering its dimensions – cantilevered section 10m, height 16.5m and width 9m – the structure will constitute a monumental beacon of light along the A17 motorway.

Jan Ameloot continues: *“Every year, more than 3,000 people from all over the world take training courses at our Delta Light HQ here in Moorsele. These courses take place in our 'House of Light', which has become an international reference in our sector. Apart from inspiring through light, the building also acts as an impressive calling card and a powerful statement for Delta Light, a brand appreciated by architects all around the globe”.*

FACTS – NEW BUILDING

Total area 45,500m² / Total built area 32,000m²

The new addition is an 8,000m² parcel with a built area of 5,500m²

Large glass sections: the left and right glass facades cover 18.6m x 16.5m (307m²)

ABOUT DELTA LIGHT® – WWW.DELTALIGHT.COM

Established in 1989 by business-owner and designer Paul Ameloot, Delta Light® has today grown into the market leader and trendsetter in architectural lighting. The company has gained a worldwide reputation for its innovative lighting designs, renowned for their subtle mix of ambience, functionality and design. Delta Light® currently employs a staff of 250 at its head office in Wevelgem, delivering products and service to 110 countries worldwide.

Since it was first founded, Delta Light® has always focused on design and technology. A look at the company's range immediately demonstrates that innovation is the central driving force behind the business. Drawing on its passion for lighting and design, through in-depth research into trends and markets, and thanks to its deep-seated knowledge of product development, the Delta Light® design team in Belgium has succeeded in recent years in creating a wide range of timeless, stylish and often revolutionary designs.

FOR MORE INFORMATION

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