S.M.E. srl
The led lighting company

Leader in
Design &
Performance

Brand Guidelines 2020

S.M.E.
LED Lighting

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A 3 step process

💡 Idea 🚀 Venture 🏢 Company

IDEA

S.M.E. was born in 2009, out of an idea from its founding member, who seized the opportunity being offered by a market undergoing historical changes in technology, planning and realization of public lighting systems. Using **LED technology as light source** offered a unique opportunity to carve a niche in a market that was still taking shape.

The concept was to create a **dynamic environment** with a **young team** able to keep up with the ongoing shifting of the lighting industry. All this started to become real in the hinterland between Romagna and Marche region, where our headquarter was built.

The project, that then evolved into our **corporate mission**, was to enter the market as a company that would **address the real needs of our future customers**: a client base particularly sensitive and attentive to **environmental sustainability** issues as:

VENTURE

- <u>PRODUCT SUSTAINABILITY</u>

- <u>ENERGY EFFICIENCY</u>

- <u>MATERIAL CIRCULARITY</u>

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COMPANY

Today S.M.E., in its headquarters, **designs and manufactures** a wide range of LED luminaires, made in Italy and intended primarly for the European market.

Investments made years ago in the technological upgrade of the products have always ran parallel to the pursuit of **aesthethic shapes**, attention to **details** and the concept of uncompromising **quality**, quintessential to **Made in Italy**; a mission that seemed daring 10 years ago but more relevant than ever nowadays.

As the trend of using made in China low cost products continues to decline, companies that until yesterday relocated production there, are now running for cover reclaiming the know-how and bringing production back in the E.U.. .

ISO 9001

SV Certification Group has certified that
SME's quality management system fully meets the
requirements of ISO 9001: 2015.
This certification guarantees the highest standards of
design and production processes.

ISO 14001

SME has established a system of Environmental
Management compliant with the Standard
UNI EN ISO 14001 «Environmental management system»
and is committed to comply with all legal and other
requirement and to direct their choices towards eco-
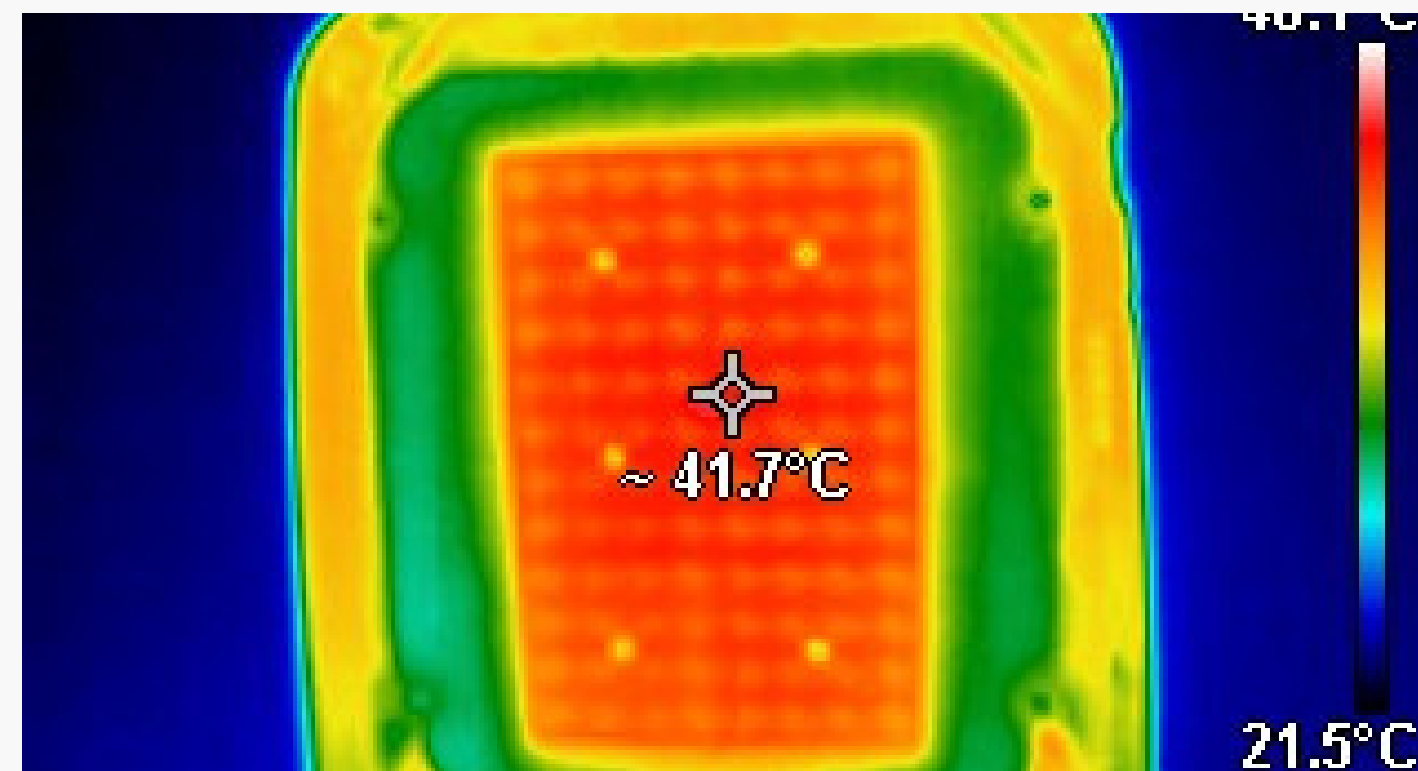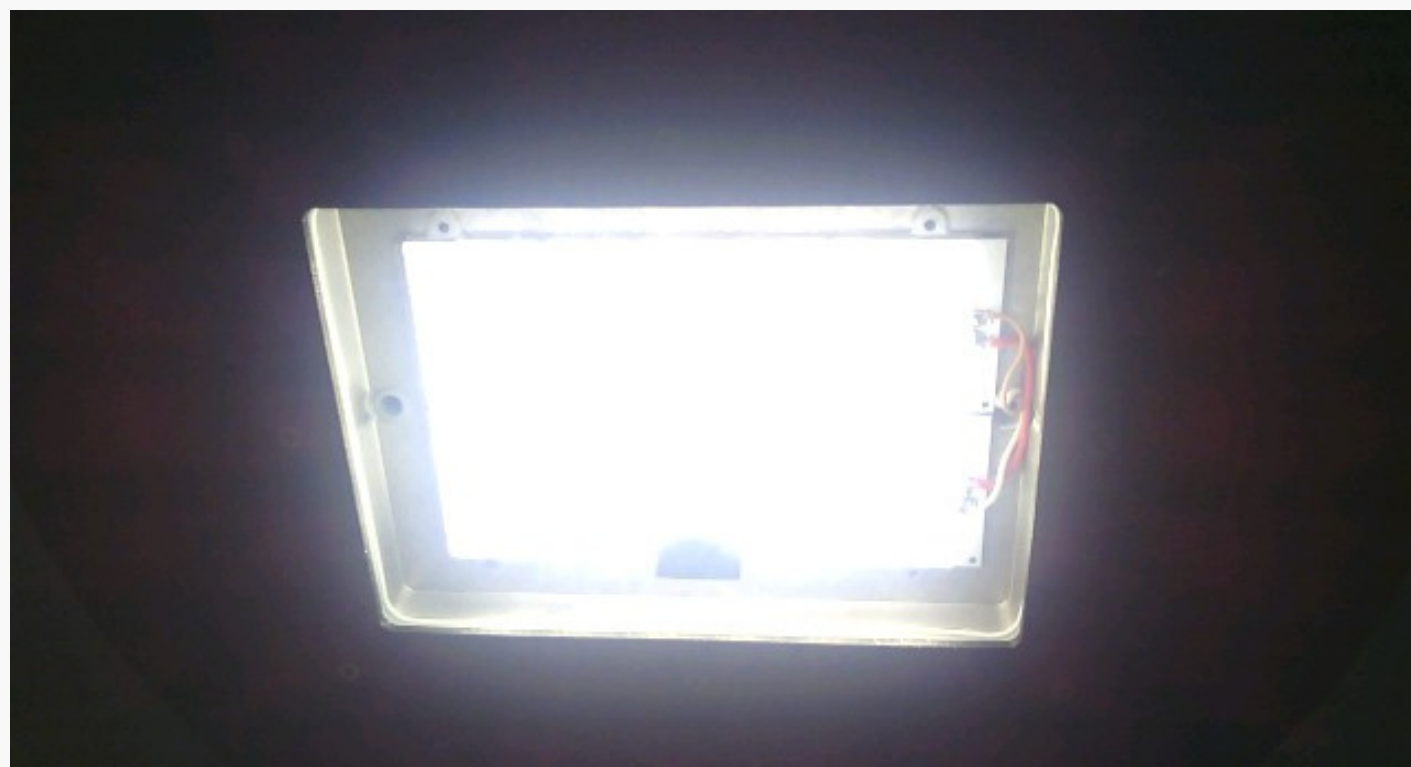sustainable production for the entire production cycle.

ISO 18001

SME has established a Safety Management System
compliant with UNI EN ISO 45001 Occupational health and
safety management system requirements and is committed
to comply with all legal and other regulations to direct its
choices towards improving health and safety workplace
conditions.

Environmental certification, Management and Operations

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Thermal Testing

Thermal and product tests are carefully carried out in our headquarters, on all products and all categories, in order to place extremely reliable and long-lasting appliances on the market.

Dynamism, Versatility and Rapidity

These are the keywords that
define S.M.E in a market that is increasingly
selective and attentive to changes,
for this reason we believe that the promptness
to place new and more efficient products on the
market is a key factor for a company that wants
to keep up with the times and relate to an
increasingly demanding market; it is therefore
clear that are technological upgrades and fast
reaction times in replacing older generation
LEDs and drivers with newer ones that
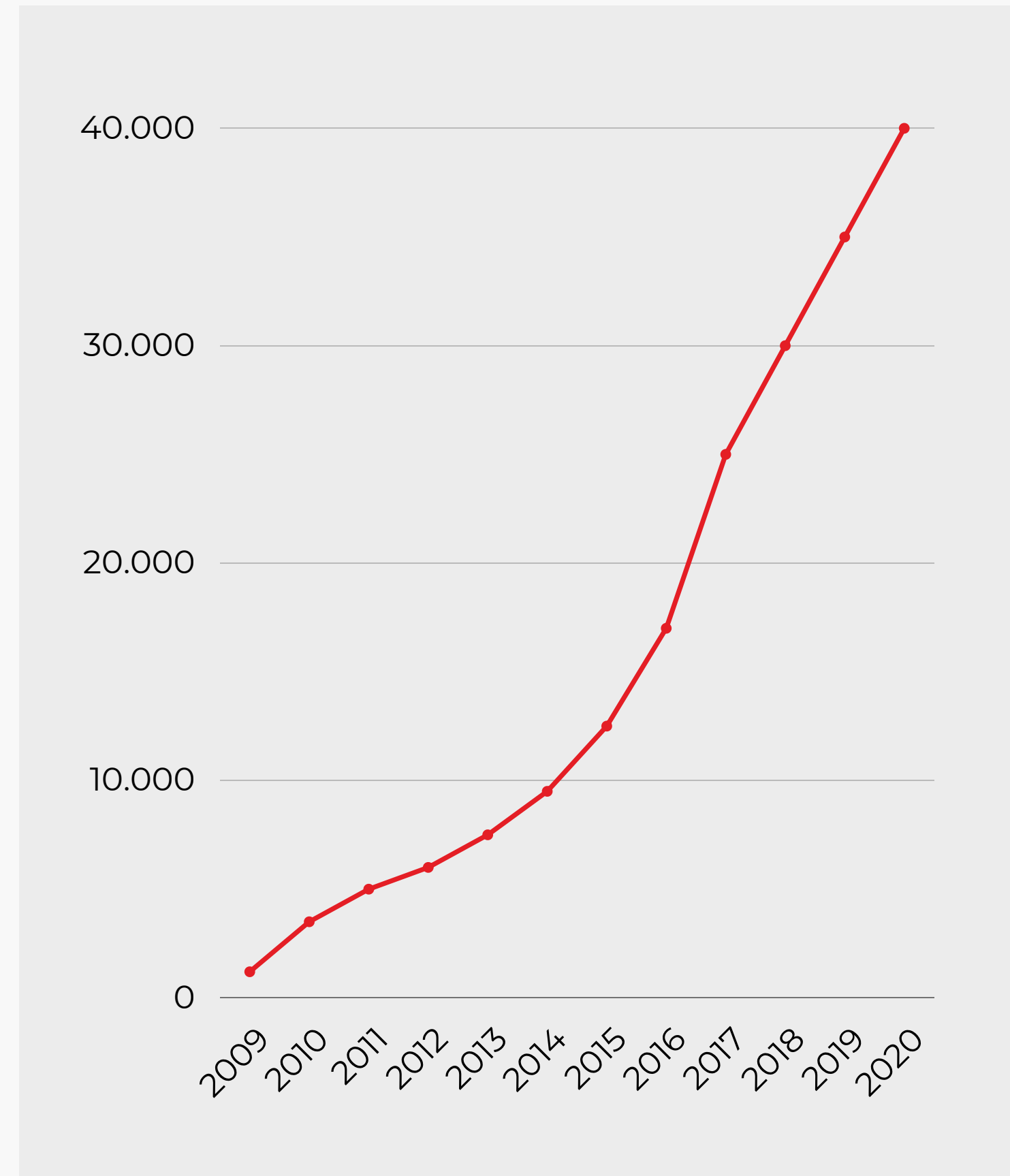determine our company's success.

Our 360 degrees range of prodcuts ensures us
the ability to be particularly reactive and
immediate in satisfying every customers' needs.

FIGURES

Number of devices produced and
sold from 2009 to 2020.

-AP- ASCOLI PICENO
-FM- FERMO
-FM- MONTEGRANARO
-FM- PEDASO
-AN- SASSOFERRATO
-TE- GIULIANOVA
-TE- TORTORETO
-BO- IMOLA
-FR- CECCANO
-RM- ARDEA
-FR- FERENTINO
-RA- FAENZA
-RN- BELLARIA IGEA MARINA
-PU- GABICCE MARE
-PU- PESARO

SOME MUNICIPALITIES THAT HAVE CHOSEN S.M.E.

TAVULLIA **-PU-**
CHIOGGIA **-VE-**
CITTADELLA **-PD-**
MODENA **-MO-**
ZOCCA **-MO-**
CERVIA **-RA-**
MISANO **-RN-**
SARONNO **-VA-**
GALLARATE **-VA-**
CARAVAGGIO **-BG-**
SAN GIULIANO MILANESE **-MI-**
PADOVA **-PD-**
GUBBIO **-PG-**
SAN GIUSTINO **-PG-**
CITTA' DI CASTELLO **-PG-**

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S.M.E. is particularly focused on a circular economy model and is perfectly aligned with what stated by the Ellen MacArthur Foundation. Starting from the design of the appliances a problem arises: how to dispose of the materials at the end of their life cycle. When we engineer new devices to place on the market, we adhere to these essential principles:

Towards a circular economy

ECO ENGINEERING

We start designing our products thinking about their use at the end of their life cycle, therefore with characteristics that allow their disassembly or upgrade.

INTERCHANGEABILITY ANS VERSATILITY

We give priority to modularity, versatility and adaptability when designing a product, so that its use can adapt to changing external conditions.

RENEWABLE ENERGIES

Relying on energy produced from renewable sources, favoring the rapid abandonment of fossil fuel based energy models is one of our priorities.
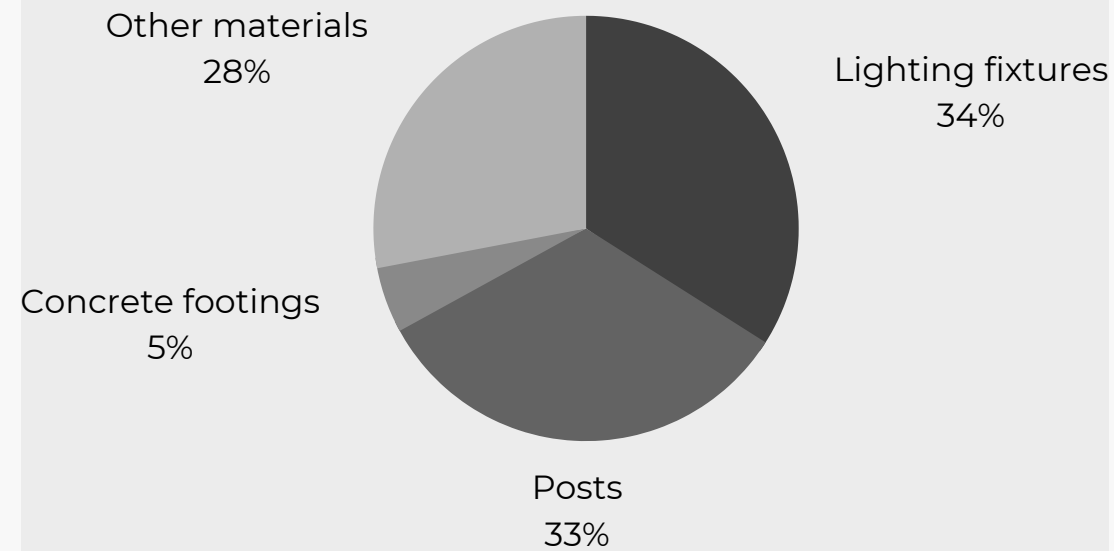
ECOSYSTEM BASED APPROACH

It is important to think more holistically, paying attention to the whole system and considering the cause-effect relationships between the different components of a product.
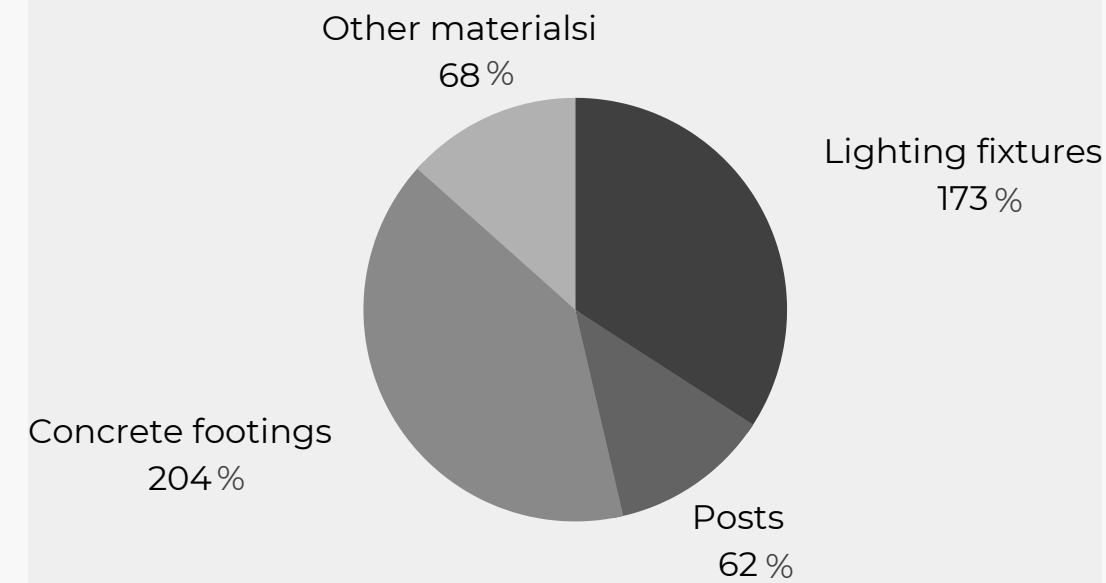
RECOVERY OF MATERIALS

We strive to promote the replacement of virgin raw materials with materials coming from recovery procedures-based supply chains that maintain quality standars intact.

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Lighting system - Input

Other materials
28%

Lighting fixtures
34%

Concrete footings
5%

Posts
33%

Lighting system - Output

Other materialsi
68 %

Lighting fixtures
173 %

Concrete footings
204 %

Posts
62 %

Measuring material circularity

Considering that the appliance component accounts for 34% of the total input system and that in output, being mostly aluminum coming 15% from recycling, our appliances contribute 173% to the material circularity of the system. This results in a 99% circularity.

Some of our installations

Location: **Città di Castello -PG-**
Product: **Hades-1**

Location: **Sansepolcro -AR-**
Product: **Hades-2**

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Some of our installations

Location: **Gubbio -PG-**
Product: **Cratos-2**

Location: **Ascoli Piceno**
Product: **Kit Refitting**

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Some of our installations

Location: **Cagli -PU-**
Product: **Kit Refitting IP67**

Location: **Trecastelli -AN-**
Product: **Atena P**

Some of our installations

Location: **Fossato di Vico -PG-**
Product: **Elio L**

Location: **Offida -AP-**
Product: **Elio S**

Some of our installations

Location: **Passignano sul Trasimeno -PG-**
Product: **Kronos**

Location: **Pedaso -FM-**
Product: **Selene**

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Some of our installations

Location: **Magione -PG-**
Product: **Starlight A**

Location: **Mercatale di Sassocorvaro -PU-**
Product: **Hermes 2**

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