

Leader in
Design &
Performance

Brand Guidelines
2020-2021

LED URBAN lighting





S.M.E. S.r.l.

Via Garibaldi 13/B
Fratte di Sassofeltrio
47869 -RN- Italy

Tel. 0541 974136
info@smesrl.biz



ISO 9001

SV Certification Group 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 ISO 18001 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



DURABILITY

SME products are engineered and manufactured to stand the test of time and maintain the **highest of performances.**

Therefore 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.

During the engineering process of a product, some of the key factors on which SME places greater focus are:
installing the **latest version of LEDs**,
to ensure maximum energy saving, and
ease of assembly to simplify and speed up the installation of the product.

One of SME Lighting distinctive features is its attention towards issues regarding **enviromental sustainability**, notably a particular focus on the **circular economy model**.

Starting from the design of the appliances, the question of what are the best materials of choice and how to dispose of them at the end of their life cycle, is central.

— SUSTAINABILITY

Because of that SME has chosen to adhere to these two essential principles:

- Favouring the replacement of virgin raw materials with materials coming from recovery procedures-based supply chains that maintain quality standars intact.
- Designing its products thinking about their use at the end of their life cycle.

Thanks to this, SME has reached an overall **recyclability** index of up to 95% for most of its product categories.

As of today, energy saving is the result of two important factors: being able to **reduce power consumption** (watts), for the same amount of light emitted, and to reduce maintenance costs..

The latter can be achieved by engineering LED products using top quality components that can maintain and even improve LED chip's lifetime over time.

ENERGY SAVING

To ensure maximum energy saving for energy companies, operators and utilities, SME Lighting periodically carries out research and tests to guarantee **the latest and most performing LED technology** and optical units. Currently, sporting facilities and large areas redeveloped with SME products can achieve **energy savings of around 75%.**

— ENERGY SAVING

Urban lighting has high costs. Very high indeed: Italian cities spend up to 4 or 5 times more to illuminate streets than their counterparts in Northern Europe. We are talking about about 6,000 GW / h, for a total cost of 1.7 billion €. With the same luminous flux emitted, LEDs absorb less energy than commonly used street lamps with an energy saving of 65% or more.

LONGER LIFESPAN —

A well-designed LED product has a lifecycle of 100,000 hours, with an average L90 lighting capacity. It means that, if all the parameters are correctly met, after 100,000 hours the LEDs will have an illuminating capacity equal to or greater than 90% of the initial capacity.

— REDUCED WIRING COSTS

In case of newly built systems, it will be sufficient to arrange a wiring with a lower capacity and, consequently, more efficient and less expensive. Lower consumption equals cheaper, lighter and more efficient systems.

REDUCED HEAT EMISSIONS —

Traditional light sources operate at very high temperatures. LEDs have significantly less thermal dispersion, making them suitable for lighting monuments, historic buildings (even decorated and frescoed ones) and therefore for all those areas, of the Italian city centres, of high artistic and architectural value.

— IMMEDIATE POWER (ON/OFF)

LED technology can deliver immediate power even in warm starts. Other technologies, such as HPS and Iodides, have very long reaction times. With LED technology, the start is always immediate even after a black out.

HIGHER COLOUR RENDERING —

SME Lighting has chosen to mainly use colour temperatures of 4000K, 5000K and 5700K with color rendering > 70, > 80.. The result is high efficiency, and high color rendering that guarantees a better perception of the illuminated environment and higher comfort.

Benefits of LED technology

LED Products

Urban lighting

Selene

Urban lighting

from 10W up to 55W



style
simplicity
understated beauty

up to **8.688 lumen**

** For more technical informations see product datasheet.
*** Customised options available upon request by e-mail.



/09

Brand Guidelines | 2020-2021

SELENE

TECHNICAL SPECIFICATIONS

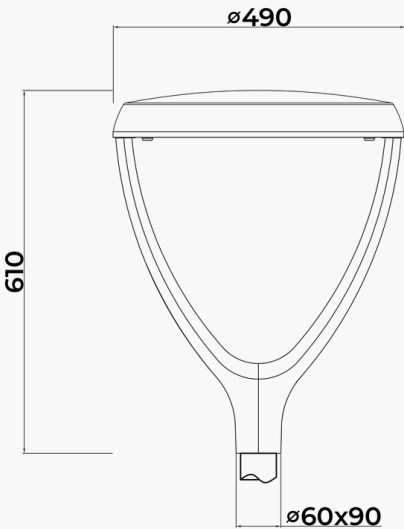
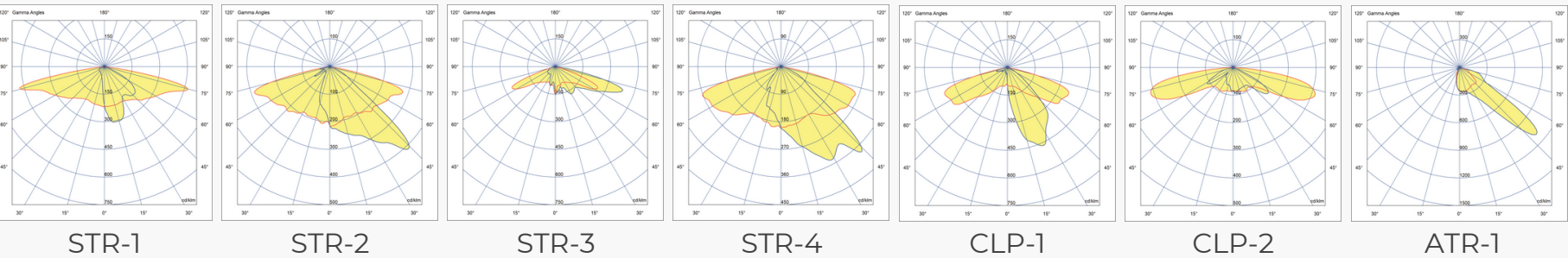
N° of LEDs:	12 24
Current amperage [mA]:	from 276 up to 910 mA
Colour temperature [K]:	3000K 4000K (2200K 2700K 5000K upon request)
Luminous flux [lm]:	from 1.378lm up to 8.688lm
Chromatic positioning:	CIELUV 1976 with colour difference ≤ to 4-step McAdam ellipse
Lifetime:	≥ 100.000h L90B10
IPEA index:	≥ A3+ (DM 27/09/2017 C.A.M.)

ELECTRICAL SPECIFICATIONS

Power supply:	220/240V 50/60Hz
Power factor:	> 0,95
Overvoltage protection:	Standard 10 kV (Class II)



SOME OF THE AVAILABLE OPTICS



** For more technical informations see product datasheet.
*** Customised options available upon request by e-mail.

Hypnos

Urban lighting

from 10W up to 55W

—

simplicity
elegance
slenderness

up to **8.688 lumen**

** For more technical informations see product datasheet.
*** Customised options available upon request by e-mail.



HYPNOS

TECHNICAL SPECIFICATIONS

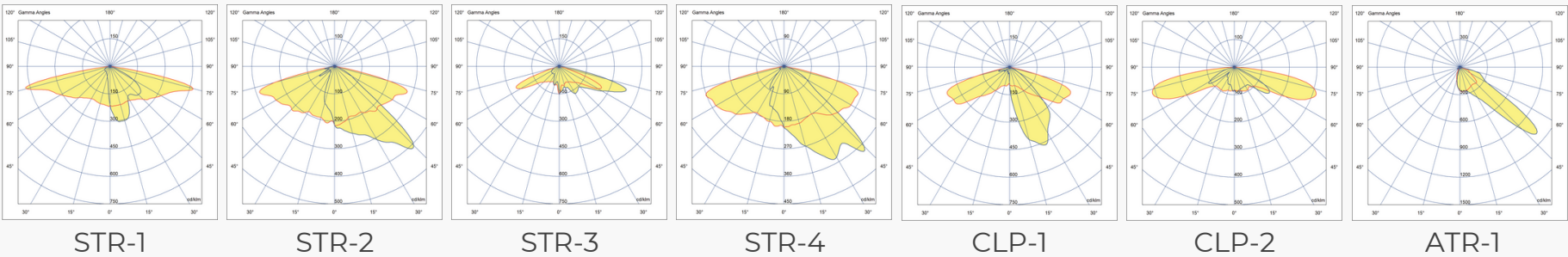
N° of LEDs:	12 24
Current amperage [mA]:	from 276 up to 910 mA
Colour temperature [K]:	3000K 4000K (2200K 2700K 5000K upon request)
Luminous flux [lm]:	from 1.378lm up to 8.688lm
Chromatic positioning:	CIELUV 1976 with colour difference ≤ to 4-step McAdam ellipse
Lifetime:	≥ 100.000h L90B10
IPEA index:	≥ A3+ (DM 27/09/2017 C.A.M.)

ELECTRICAL SPECIFICATIONS

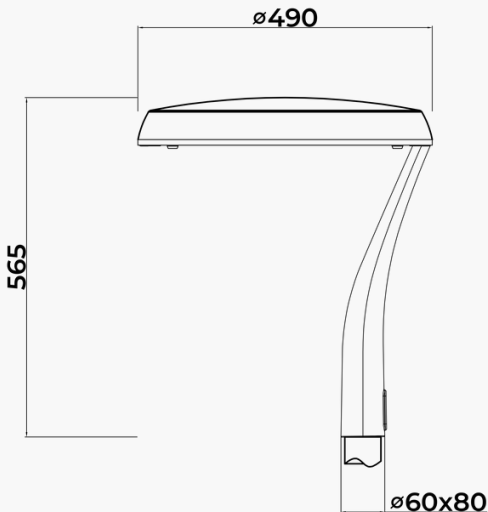
Power supply:	220/240V 50/60Hz
Power factor:	> 0,95
Overvoltage protection:	Standard 10 kV (Class II)



SOME OF THE AVAILABLE OPTICS



** For more technical informations see product datasheet.
 *** Customised options available upon request by e-mail.



Kronos-2

Urban lighting

from 10W to 35W

**compact sized
minimal design**

up to **5.294 lumen**



** For more technical informations see product datasheet.
*** Customised options available upon request by e-mail.



KRONOS

TECHNICAL SPECIFICATIONS

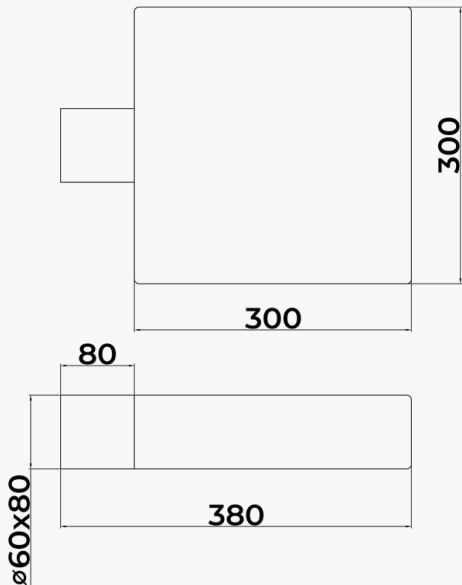
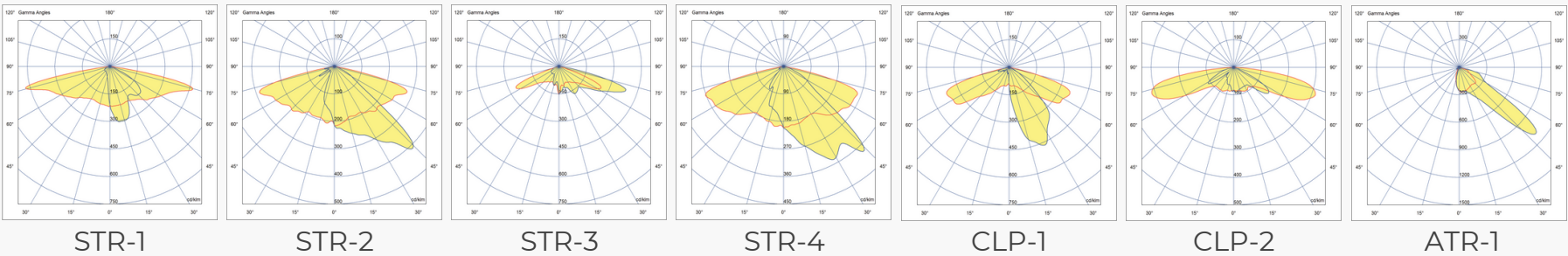
N° of LEDs:	12
Current amperage [mA]:	from 276 up to 910 mA
Colour temperature [K]:	3000K 4000K (2200K 2700K 5000K upon request)
Luminous flux [lm]:	from 1.378lm up to 5.294lm
Chromatic positioning:	CIELUV 1976 with colour difference ≤ to 4-step McAdam ellipse
Lifetime:	≥ 100.000h L90B10
IPEA index:	≥ A3+ (DM 27/09/2017 C.A.M.)

ELECTRICAL SPECIFICATIONS

Power supply:	220/240V 50/60Hz
Power factor:	> 0,95
Overvoltage protection:	Standard 10 kV (Class II)



SOME OF THE AVAILABLE OPTICS



** For more technical informations see product datasheet.
*** Customised options available upon request by e-mail.

Era

Urban lighting

from 10W to 55W



clean lines
modern look

up to **8.688 lumen**

** For more technical informations see product datasheet.
*** Customised options available upon request by e-mail.



ERA

TECHNICAL SPECIFICATIONS

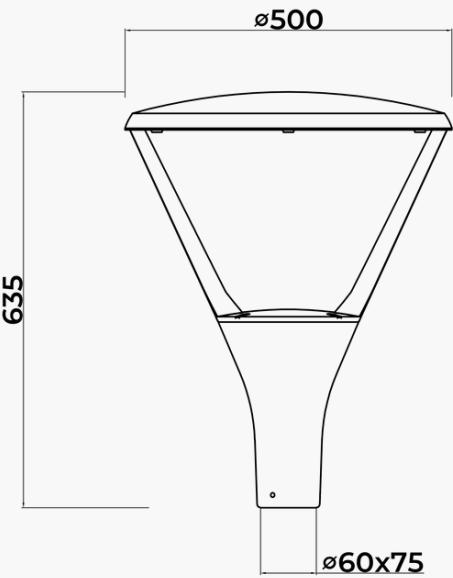
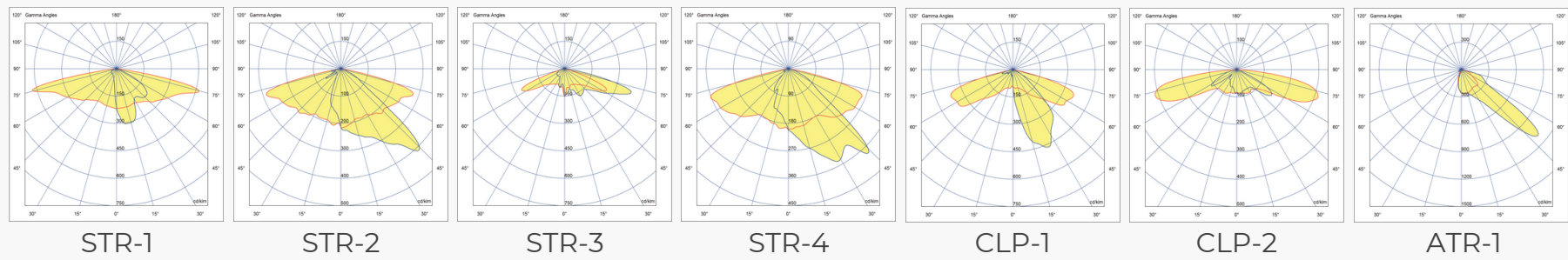
N° of LEDs:	12 24
Current amperage [mA]:	from 236 up to 910 mA
Colour temperature [K]:	3000K 4000K (2200K 2700K 5000K upon request)
Luminous flux [lm]:	from 1.378lm up to 8.688lm
Chromatic positioning:	CIELUV 1976 with colour difference ≤ to 4-step McAdam ellipse
Lifetime:	≥ 100.000h L90B10
IPEA index:	≥ A3+ (DM 27/09/2017 C.A.M.)

ELECTRICAL SPECIFICATIONS

Power supply:	220/240V 50/60Hz
Power factor:	> 0,95
Overvoltage protection:	Standard 10 kV (Class II)



SOME OF THE OPTICS AVAILABLE



** For more technical informations see product datasheet.
 *** Customised options available upon request by e-mail.

Elio

Urban lighting

from 10W up to 70W



versatility
rounded shape
power

up to **10.608 lumen**



** For more technical informations see product datasheet.
*** Customised options available upon request by e-mail.

ELIO

TECHNICAL SPECIFICATIONS

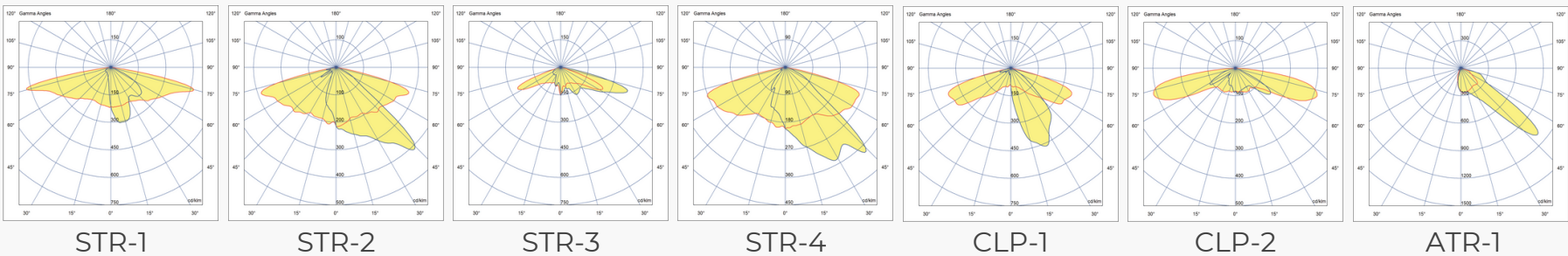
N° of LEDs:	12 24
Current amperage [mA]:	from 276 up to 912 mA
Colour temperature [K]:	3000K 4000K (2200K 2700K 5000K upon request)
Luminous flux [lm]:	from 1.378lm up to 8.688lm
Chromatic positioning:	CIELUV 1976 with colour difference ≤ to 4-step McAdam ellipse
Lifetime:	≥ 100.000h L90B10
IPEA index:	≥ A3+ (DM 27/09/2017 C.A.M.)

ELECTRICAL SPECIFICATIONS

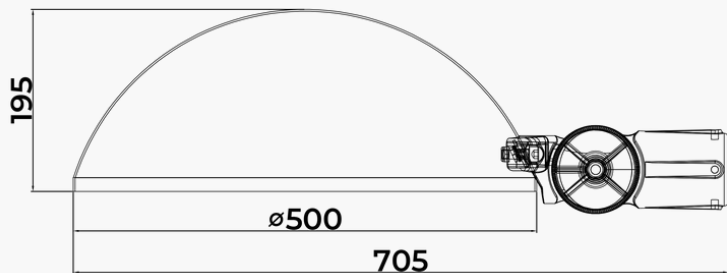
Power supply:	220/240V 50/60Hz
Power factor:	> 0,95
Overvoltage protection:	Standard 10 kV (Class II)



SOME OF THE OPTICS AVAILABLE



** For more technical informations see product datasheet.
*** Customised options available upon request by e-mail.



Atlas-1

Urban lighting

from 10W to 70W



timeless design
modern performances

up to **10.608 lumen**



** For more technical informations see product datasheet.
*** Customised options available upon request by e-mail.

ATLAS-1

TECHNICAL SPECIFICATIONS

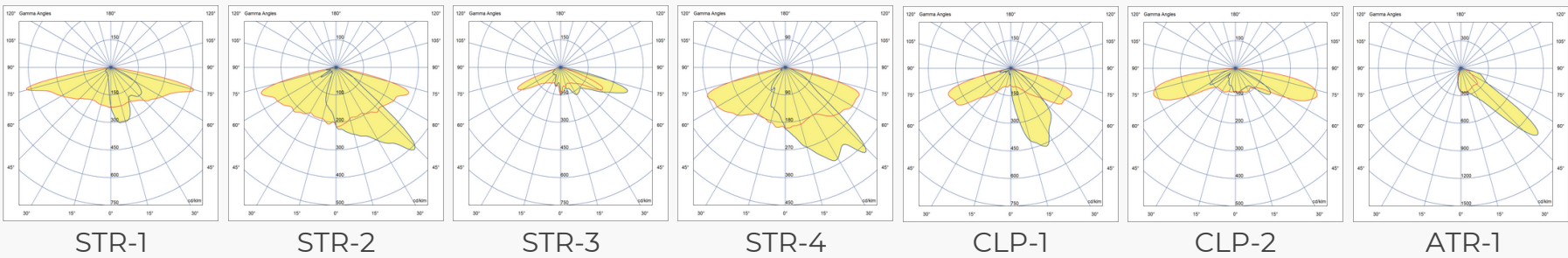
N° of LEDs:	12 24
Current amperage [mA]:	from 276 up to 912 mA
Colour temperature [K]:	3000K 4000K (2200K 2700K 5000K upon request)
Luminous flux [lm]:	from 1.378lm up to 10.608lm
Chromatic positioning:	CIELUV 1976 with colour difference ≤ to 4-step McAdam ellipse
Lifetime:	≥ 100.000h L90B10
IPEA index:	≥ A3+ (DM 27/09/2017 C.A.M.)

ELECTRICAL SPECIFICATIONS

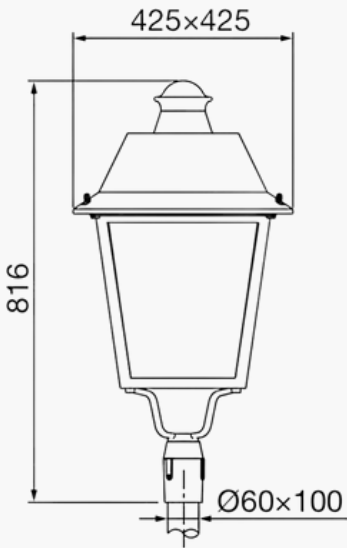
Power supply:	220/240V 50/60Hz
Power factor:	> 0,95
Overvoltage protection:	Standard 10 kV (Class II)



SOME OF THE OPTICS AVAILABLE



** For more technical informations see product datasheet.
*** Customised options available upon request by e-mail.



Aura

Urban lighting

from 10W to 70W

classic lines
power

up to **10.608 lumen**



** For more technical informations see product datasheet.

*** Customised options available upon request by e-mail.

AURA

— TECHNICAL SPECIFICATIONS

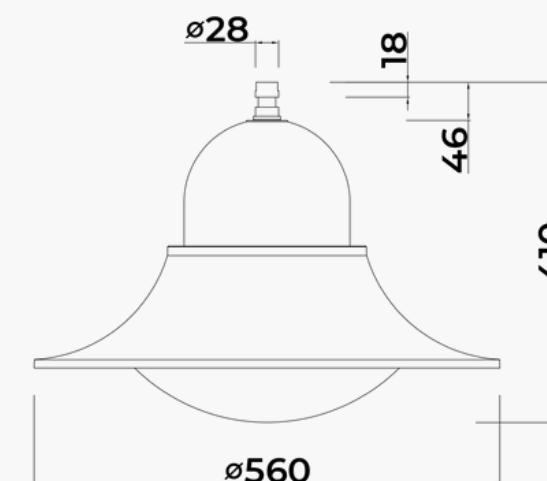
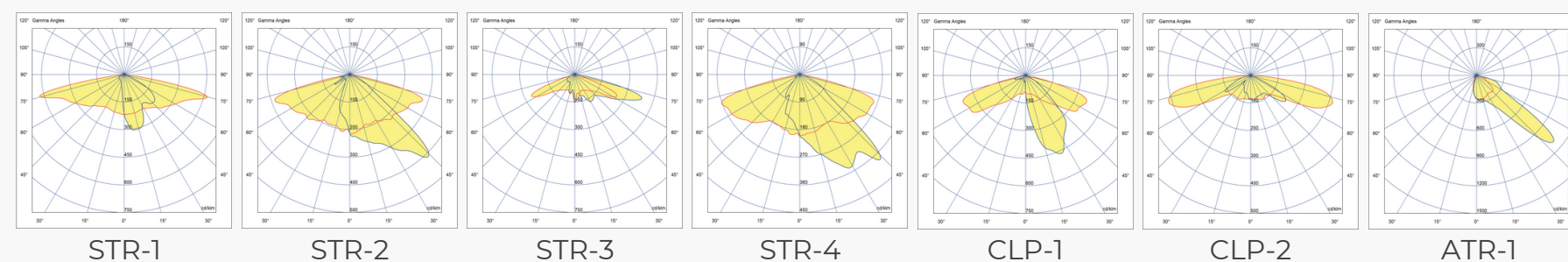
N° of LEDs:	12 24
Current amperage [mA]:	from 276 up to 912 mA
Colour temperature [K]:	3000K 4000K (2200K 2700K 5000K upon request)
Luminous flux [lm]:	from 1.378lm up to 10.608lm
Chromatic positioning:	CIELUV 1976 with colour difference \leq to 4-step McAdam ellipse
Lifetime:	\geq 100.000h L90B10
IPEA index:	\geq A3+ (DM 27/09/2017 C.A.M.)

— ELECTRICAL SPECIFICATIONS

Power supply:	220/240V 50/60Hz
Power factor:	$> 0,95$
Overvoltage protection:	Standard 10 kV (Class II)



— SOME OF THE OPTICS AVAILABLE



** For more technical informations see product datasheet.
*** Customised options available upon request by e-mail.

Artemis

Urban lighting

from 10W to 70W

elegance
performance

up to **10.608 lumen**



** For more technical informations see product datasheet.
*** Customised options available upon request by e-mail.

ARTEMIS

TECHNICAL SPECIFICATIONS

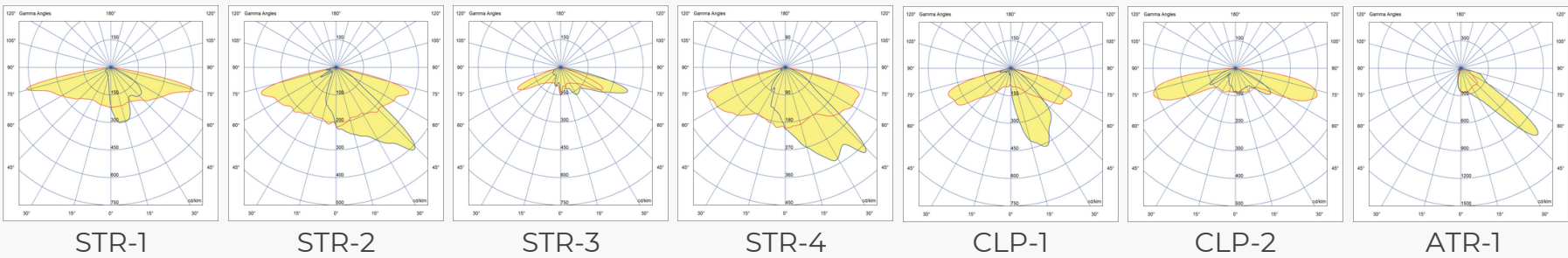
N° of LEDs:	12 24
Current amperage [mA]:	from 276 up to 912 mA
Colour temperature [K]:	3000K 4000K (2200K 2700K 5000K upon request)
Luminous flux [lm]:	from 1.378lm up to 10.608lm
Chromatic positioning:	CIELUV 1976 with colour difference ≤ to 4-step McAdam ellipse
Lifetime:	≥ 100.000h L90B10
IPEA index:	≥ A3+ (DM 27/09/2017 C.A.M.)

ELECTRICAL SPECIFICATIONS

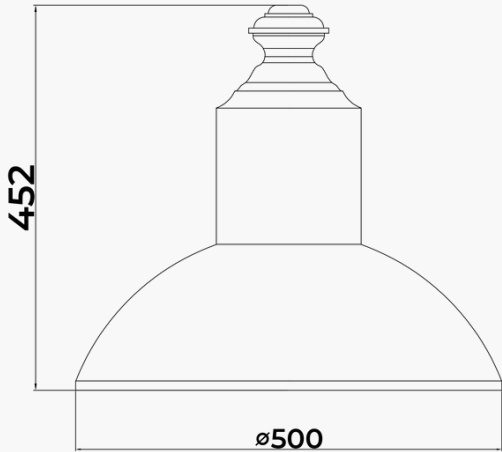
Power supply:	220/240V 50/60Hz
Power factor:	> 0,95
Overvoltage protection:	Standard 10 kV (Class II)



SOME OF THE OPTICS AVAILABLE



** For more technical informations see product datasheet.
*** Customised options available upon request by e-mail.



Some of our installations

Location: **Sassoferrato-AN-**
Product: **Elio**



/25

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



Some of our installations

Location: **Lunano -PU-**
Product: **Elio**



/26

Location: **Passignano sul Trasimeno -PG-**
Product: **Kronos 2**



Contacts

Stefano Dini

CEO - Management

stefanodini@smesrl.biz

Jessica Rossi

Secretariate - Administration

jessicarossi@smesrl.biz

Lisa Vanzolini

Secretariate - Administration

lisavanzolini@smesrl.biz

Mattia Masini

Procurement - Production Dept.

mattiamasini@smesrl.biz

Nicola Crestini

R&D - Engineering Dept.

nicolacrestini@smesrl.biz

Matteo Spadoni

Sales & Purchases - Export Dept.

matteospadoni@smesrl.biz



visit
smeilluminazone.com