



Mistral



SMD LED GU10



SMD LED Globe D95



Power LED Supreme GU10



Power LED Bi-F



Neo



III LED



reddot design award winner 2013



Inspired By Lighting

We spent an inspirational afternoon with Anil Anand, CEO of Manchester based Inspired Lighting.

Having recently purchased bigger premises in Heywood (based on the outskirts of Manchester), we thought it was an ideal time to visit Anil. The building is a combination of ample office space and a modern well-organised warehouse area. The office space alone is around 20 times bigger than their previous location. For anyone who may not already be aware of Inspired Lighting, they are Designers and Innovators for decorative lighting. Founded in February 2006 with extensive industry experience spanning 30 years, Inspired Lighting is currently celebrating its 8th birthday! They have achieved many triumphs in the past eight years which I'm sure must have something to do with Anil's obvious passion for the lighting industry – it is truly infectious. Having started in this sector as a customer, Anil has seen things from the other side and so when launching

Inspired Lighting he knew what the market required. A huge amount of stock is available in the UK, meaning Inspired Lighting can offer next day delivery to their customers. For Inspired Lighting, the customer comes first and that determination to do things right shines across every aspect of this business – they even offer product protection across all their designs and images. In addition to this, they produce a large catalogue each year detailing each product and each Designer is also in the catalogue, giving the customer a real feel for Inspired Lighting right through to the original Designer of each product. They currently have 3000 active product lines across 150 collections. Some of the collections are designed from scratch from Inspired Lighting's very own Designers based over in Valencia. Inspired Lighting's range maintains value and by

innovating their own designs it ensures that they stand out from everyone else in the marketplace. Inspired Lighting have also been consistent with the quality of their products and have maintained this as the company has grown.

As well as their office in the UK, Inspired Lighting also have offices in China, India and Dubai although everything is run from their new premises in the UK. Anil spends a lot of time travelling ensuring that everything across the globe is run smoothly and to continue growing his expanding product range.

They supply their stunning decorative lighting products (which include collections from Mantra, Diyas and Luxram) to the high street through Retailers, but they also have a strong presence at many leading industry trade shows – for as long as I can remember they always have a stunning eye-catching stand at the Interiors UK event in January at the NEC. Every business comes with its own challenges and for Inspired lighting it is the complexity of the industry and the products that are within it. Anil's family are in the fashion and clothing sector, which as

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we all know is a fast-moving industry. Lighting can (at times) be very different - there are many stages and components that come with making a light fitting. When asking Anil what the future might

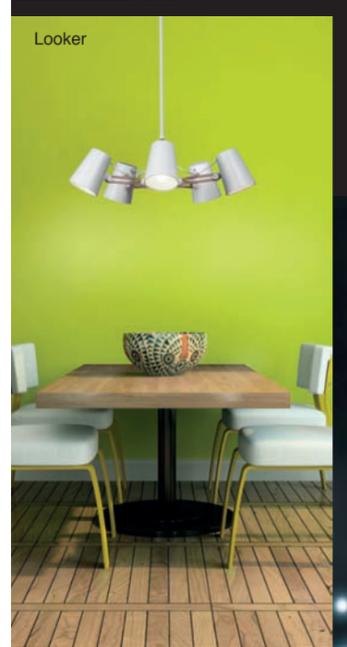
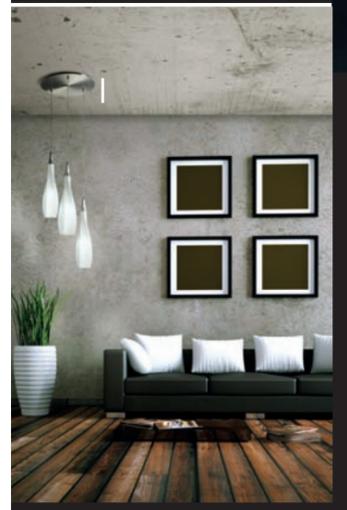
hold for this successful decorative lighting business, he confirmed that there would be further new ranges launched as well as plans for a new website. There were over 200 Luxram LED products launched earlier this year at the Interiors UK event alone. 2013 was the year they built the export side of their business, so we are excited to see what

2014 will bring for them! With his finger firmly on the pulse when it comes to new technologies, I'm sure wherever Anil takes Inspired Lighting to the next stage it will be a success! Inspired Lighting are certainly a company to watch ...

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LUXRAM



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