

COLORS Lighting

# Brand Distributor Recruitment Guide

2026



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CREATING AN IDEAL LIGHTING SPACE FOR THE WORLD



# ABOUT COLORS Lighting

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## **1.0 About COLORS Lighting**

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## **2.0 Partnership Policy**

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## **4.0 Promotion & Lead Generation**

# Creating An Ideal Lighting Space For The World

We adopt the stance of our partners, working to create value and deliver services for the end-client.

We craft ideal luminous environments for various spatial applications, providing integrated lighting solutions which encompass lighting design, product supply, installation, commissioning, and after-sales service.

We collaborate with architects, interior designers, and local lighting contractors to serve the needs of high-quality lighting projects globally.

Our goal is to create spatial lighting environments that are tailored to the specific context, meet the end-client's requirements, and enhance the value and utility of the space.



Serving a global clientele with international influence, focuses on lighting as its core business.

It possesses a trinity competitive edge encompassing "brand leadership, product supply, and localized services".

while pursuing all-round innovation, including business model innovation.

# Becomes A Worldly-influential Innovative Lighting Enterprise



# Leading Global Brand In High-quality Lighting

Vision: To set the standard for ideal lighting environments.

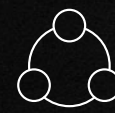
Service Model: A seamless, end-to-end system integrating design, product supply, installation, and commissioning.

Market Focus: Serving global clients with a focus on high-quality requirements and tailored solutions.

With COLORS Lighting comes the ideal lightscape.



Guided By  
The Lighting Requirements Of Spatial Scenarios,  
We Provide



**Customized | Small-batch | Fast Delivery | Diverse Products & Services**

To High-quality Project From All Over The World.

There By Creating An Ideal Lighting Space For End-customers.



# Bring Your Ideal Lightscape To Life, On Time And As Envisioned.



CEO  
Harry Qiao

You've pored over those lighting renderings, filled with anticipation. The play of light, the ambiance, the mood—it all paints a perfect prelude to your dream becoming reality. Yet, a nagging thought may have crossed your mind: "Will the final result truly live up to what's promised on paper?" This "Delivery Gap" risks more than just financial loss; it can mean the stalling of a vision.

This is precisely why COLORS Lighting exists. We understand your concern. For seventeen years, we have focused on one mission: to eliminate the gap between rendering and reality. We guard every beam of light between your ideal design and its actual delivery, ensuring it reaches your space on time, as promised, and true to form.

**To achieve this, we've established a clear solution: The iDeaLuMia®1.0 Service Standard.**  
It provides you with a triple guarantee:

- 1. Precision Technology**—Driven by our 60+ strong R&D team's belief that 'superior quality must be designed in,' we develop patented technologies that ensure every luminaire accurately replicates the intended design effect. Your unique vision will never be compromised by inferior technology.
- 2. Production Reliability**—Supported by our 50,000+ sqm self-operated production facility and 500+ dedicated employees, we offer a 'Customized, Small-batch, Rapid, Versatile' manufacturing capability. This ensures your project timelines, regardless of scale, proceed without delays caused by production mismatches.
- 3. Service Assurance**—You can confidently entrust your vision for light to our global network spanning 100+ countries—a system proven and refined through 1,000+ high-end projects. This guarantees your project receives professional, reliable support locally.

## **Take the first step toward certainty today.**

[ Download the «iDeaLuMia 1.0 Service Standard Whitepaper» to understand the full guarantee system ]  
[ Schedule a free 15-minute consultation to get initial advice for your project ]

Don't let an uncertain outcome define your space. Choose COLORS Lighting, and let us ensure your investment yields complete peace of mind.

Where COLORS Lighting arrives, the ideal lightscape is achieved. We look forward to partnering with you to ensure the light in your space is perfectly, as you envisioned.



# iDeaLuMia<sup>®</sup>

## Service Standard 1.0

I

### Illumination

Focuses on photometric parameters: illuminance, uniformity, CCT, color consistency, CRI ( $\geq 90$ ), and glare control ( $UGR \leq 19$ ). Defines the physical and physiological standards of “good light,” ensuring clarity, durability, and visual comfort.

D

### Design Harmony

Emphasizes integration with architecture, space, materials, and colors. Treats light as a narrative language for spaces, not an accessory, ensuring seamless blending with architectural characteristics.

E

### Emotion & Experience

Shapes atmospheric qualities (warmth, solemnity, tranquility, dynamism) and guides user behavior through psychological responses (welcome, immersion, relaxation). Ensures light resonates emotionally and aligns with spatial objectives.

A

### Adaptability

Supports scenario-based lighting and adjustability for diverse modes, timeframes, and user groups. Ensures compatibility with smart controls (dimming, sensor integration) and future upgrades.

L

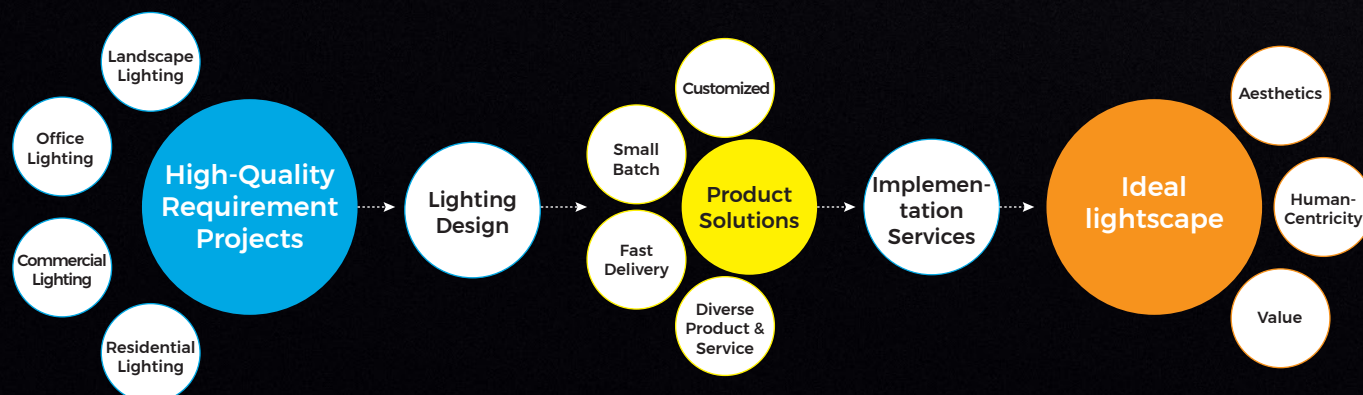
### Legacy Value

Addresses long-term reliability, energy efficiency, maintenance costs, and sustainability (eco-friendly materials, energy standards, lifecycle value). Ensures lighting serves both present needs and future value.





# iDeaLuMia<sup>®</sup> 9-Stage Workflow





# Global COLORS Lighting

COLORS Lighting, since 2008, a leading global brand in high-quality lighting, especially in linear lighting. Providing professional lighting solutions for residential, hotel, office, commercial and outdoor spaces, we are committed to becoming a worldly-influential innovative lighting enterprise and creating an ideal lighting space for the world.

Since  
2008

Senior R&D Engineers  
60+

Employees of Group Company  
500+

Exporting Countries  
100+

Manufacturing Bases  
50000m<sup>2</sup>

Brand Distributors  
30+

Product Categories  
7+

High-quality Projects  
1000+



● HEADQUARTER & FACTORY  
○ DISTRIBUTOR  
• CLIENTS



# Development History

2010

## Establishing In Shenzhen

Shenzhen COLORS Lighting was officially registered, marking a phase of production expansion and upgrade. The company relocated to Bao'an District, Shenzhen, expanding its manufacturing capacity, adopting standardized operations, and obtaining product certifications for major global markets.



2008

## Returnee Entrepreneurship

The founder returned to China after studying abroad, bringing customer needs with him, and headed straight to Guzhen, Zhongshan, the "lighting capital of China", to embark on his entrepreneurial journey.



2012

## The Birth Of The Brand

The trademarks "COLORS" and "华彩光" were registered globally. The Shenzhen Sales Center relocated from Shiyan to the Nanshan Kexing Science Park and established a domestic sales team. Production capacity at the Shenzhen factory doubled. Construction began on the Huacai Industrial Park in Yangzhou.



2014

## Strategic Positioning

COLORS was positioned as an expert in LED linear lighting. The Product R&D Center was established, and the structured product development roadmap was formulated. COLORS made its debut at Light + Building in Frankfurt, Germany, with rapid growth in the European market.



2016

## Management Upgrade

Aspiring to become a worldly-influential innovative lighting enterprise. The Shenzhen Sales Center relocated from Shiyan to the Nanshan Kexing Science Park and established a domestic sales team. External consulting firms were brought in to enhance the management capabilities.



2018

## A Decade Of Accumulation

Shenzhen COLORS Lighting was defined as the company headquarters, focusing on Marketing and R&D, and relocated to a detached office building. Yangzhou COLORS Lighting became the primary manufacturing base, with all production transferred to the Yangzhou Industrial Park. Updated corporate culture and brand image, and established a domestic and international brand dealer system. COLORS returned to Light + Building Frankfurt, featured in the International Hall, gaining widespread recognition from clients.



2020

## Challenges And Opportunity Coexist

At the onset of the pandemic, COLORS was among the first to adopt live-streaming and remote conferencing, optimizing communication and stabilizing business performance. Engaged with IPO advisory firms to standardize corporate governance and laid out a five-year strategic plan. Established a new factory in Foshan and launched a lighting experience hall in OCT Shenzhen. Signed distribution agreements with over 20 international brand distributors and initiated partnerships with several leading industry companies.



2022

## Rapid Growth

Over the past three years of the pandemic, revenue has grown by 50%, surpassing 300 million RMB. COLORS Lighting independently developed an online e-commerce platform to bridge the gap with customers and explore new operational models during the pandemic. Established an internal partnership system to support long-term development. Yangzhou COLORS LLight was awarded the title of "Provincial Specialized, Refined, and Innovative Enterprise".



2023

## Strategic Realignment

Refresh the company mission: creating an ideal lighting space for the world. Build core competitiveness around the strategy of "Customization, Low Quantity, Fast Delivery, and Multiple Products". Relocate the Shenzhen headquarters to Skyworth Innovation Valley and establish a production base in Jiangmen to support the development of the commercial lighting product line. Start construction of the new factory in Yangzhou, with completion scheduled for the end of the year.



2024

## Ready To Go

COLORS Lighting's Yangzhou Manufacturing Base was established and put into production. The proportion of shipments from our brand has exceeded 50%, and the shipment share of independently developed new products has reached a record high. COLORS Lighting's E-commerce Platform 3.0 has been fully upgraded in terms of functionality and user experience, receiving widespread praise from customers.



# Leadership In Production Innovation

## LED STRIP & NEON STRIP

### Flexible Low-voltage LED Strips

Became one of the earliest enterprises to commercialize LED technology and enter the general lighting market through the linear lighting segment.

### LED Encapsulation Light Color Standards

Mastered core technologies and established a complete supply chain, enabling high-quality, customized lighting solutions to meet diverse client needs.

### IP65/67 ET/EF Protection Integrated Extrusion Neon

Pioneered the shift to mechanized one-piece silicone extrusion to replace manual protection processes such as potting, tubing, and glue filling - significantly improving product quality and protection reliability.

### Neon Strips NMS/T Series

Validated the silicone extrusion protection process for flexible LED strips and, through optimized color formulations, developed soft and uniform linear light strips. After nearly two years of verification in equipment, materials, processes, and applications, COLORS Lighting launched the classic models NMS1217, NMT1312, and NM3D1515, establishing the industry benchmark for high-quality silicone neon flex lights.

### DC48V Ultra-long Series

Addressing the need for long-run LED strip installation with consistent brightness, COLORS Lighting developed a DC24V constant-current strip with a built-in IC in 2016 and later introduced the DC48V constant-voltage long-run strip in 2019. This innovation enabled simplified installation, uniform brightness, and extended applications, and by 2021, COLORS Lighting had completed a comprehensive product line of flexible strips, drivers, and controls, leading the direction of strip lighting solutions.

### Magic Line NNR25

Developed the 360° emitting silicone strip light, featuring dual-sided illumination, double-layer optics, and a skin-like texture that redefined product quality standards. With a complete set of accessories, this product allowed for magical free-form light sculptures and evolved into diverse variants such as digital RGB, black-skin anti-glare, inner-frame shaping, SKYLINE360, and outer-frame super-flex models - once again setting new product trends.

### FD, COF Series

Developed the industry's first flip-chip LED dot-light strip with fluorescent coating, achieving 180° wide beam emission, anti-sulfuration, and high mechanical strength, laying the groundwork for the 2023 upgraded CSP dot series.

### NNR25P Pose-able Neon

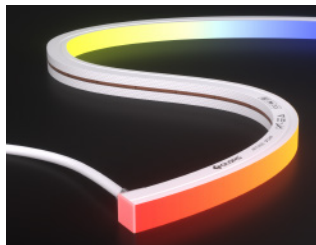
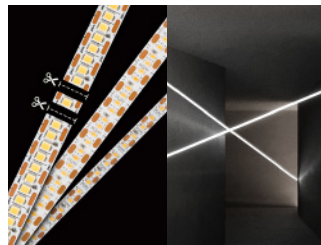
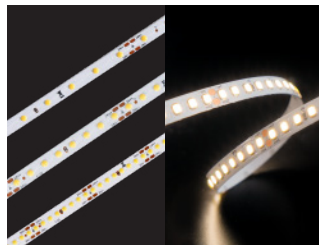
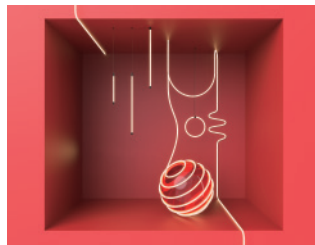
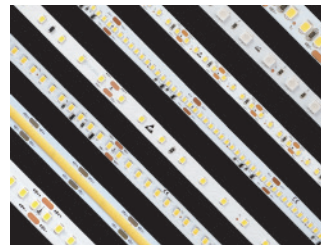
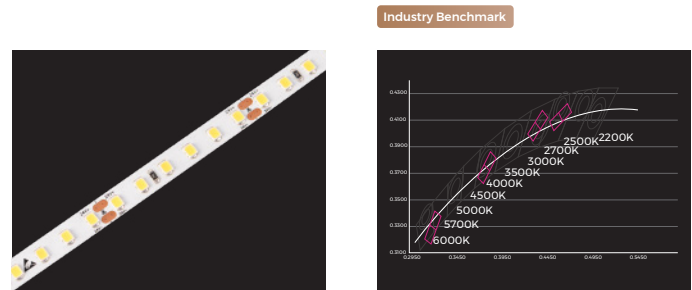
Introduced a 360° uniform-emitting silicone neon tube with built-in memory metal, allowing self-shaping and solving design challenges of form retention - greatly expanding the creative potential of flexible circular neon.

### Free Cutting Series Skyline 360

Developed an ultra-slim 13mm-diameter 360° emitting neon with built-in steel wire and mounting accessories, allowing free tension between two points in space - the perfect realization of the 360° "Skyline" concept.

### ARCH Neon Brand New Outdoor Neon Strip

Focused further on segment-specific neon applications, creating tailored solutions for different outdoor and architectural lighting scenarios.



2009

2011

2013

2016

2017

2018

2019

2020

2021

2022

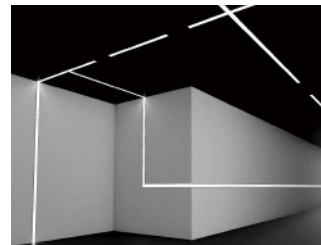
2023

2024



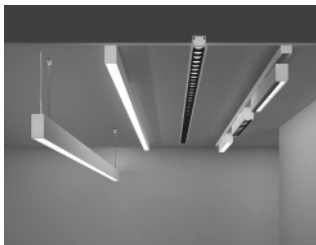
### LLS1.0

Introduced in China, the European-origin concept of design-driven linear lighting laid the foundation for COLORS Lighting's linear lighting product system.



### LLS2.0

Launched one of the industry's first linear lighting systems defined by "free design, flexible customization, and minimalist experience," offering clients fully customized linear fixtures and lighting solutions that demonstrated the beauty of linear illumination and established COLORS Lighting as an industry pioneer.



### GLS1.0

Building upon the Infinite Lights system, COLORS Lighting pioneered the use of professional optical modules such as anti-glare films, louvers, baffles, lenses, and polarized extrusions, as well as integrated wiring, centralized control, and wireless remote control - laying the technical foundation for professional linear lighting applications, later introducing the GLS\*\* LINE\*\* series.



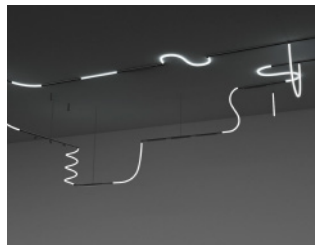
### LLS-C

Extended the free-form modular concept of linear lighting from straight lines to curves, introducing curved modules of varying diameters and light directions, as well as corner and rotation joints. By innovatively adopting flexible silicone diffusers, COLORS Lighting solved the industry issue of light leakage at curved joints, achieving truly seamless and creative lighting effects that set new trends in architectural lighting design.



### Skyline

Became one of the first in China to realize the concept of "two points and one line - arbitrary tension installation", achieving a minimalist suspension style that became a market trend during the early pandemic years.



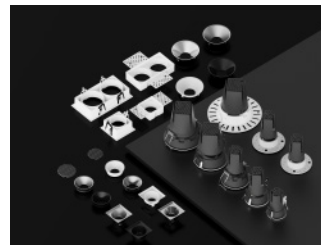
### TLS-R

Innovatively combined the 360° silicone light with circular magnetic tracks, blending functionality with artistry and transforming the fixture into a modern decorative lighting piece.



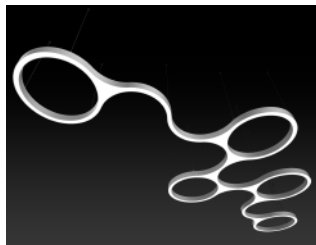
### HOLA

Pioneered a DC48V centralized power and control system with unified mounting bases and driver-free modular luminaires, enabling interchangeable lighting modules across general, accent, and decorative applications. Widely adopted in residential, office, and commercial spaces.



### Genie 2S & King

Through independent optical design, the downlight series achieved UGR < 1 ultra-low glare performance while maintaining efficiency > 115LM/W, reaching an industry-leading standard. The low-voltage track system, designed with ultra-thin modular components and 4-wire dimming, met the refined aesthetic and functional demands of modern living spaces.



### Infinite Lights System

With modular and quick-connect structural designs, products could now be customized to any dimension and rapidly delivered. Software-assisted lighting design tools allowed designers to visualize real-time renderings and place orders with one click, stimulating design creativity and efficiency.





# Manufacturing & Supply Assurance

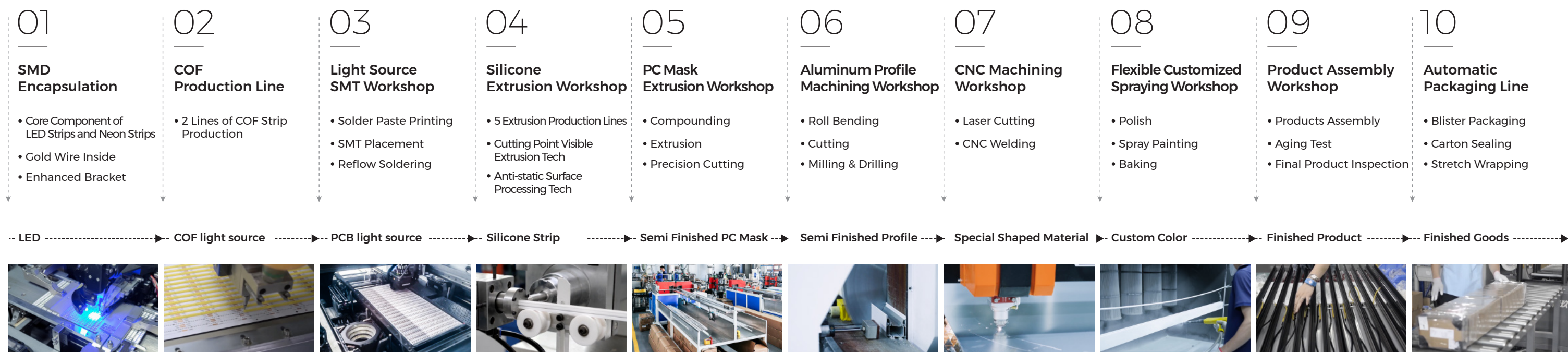
## Manufacturing Bases 50000m<sup>2</sup>

COLORS Lighting operates manufacturing bases in Yangzhou and Jiangmen, the production area exceeds 50,000 square meters, with the whole flow in manufacturing production capabilities for LED strips light source, and linear lights, supporting efficient, flexible customization and rapid delivery.





# Full-Chain Control, Provide High-quality Products with





### Quality Assured

Full product spectrum manufactured & assembled internally, with integrated inspection/testing ensuring guaranteed quality



### Cost Controlled

Reduced third-party procurement through in-house manufacturing achieves effective cost control.



### Traceable Support

Real-time monitoring of finished/semi-finished goods allows root-cause quality enhancement.



### Flexible Customization

Direct intervention at any production stage enables multi-specification customization.



### 1 MOQ Accepted

Agile rescheduling of tasks and resources supports one-piece-flow order fulfillment.



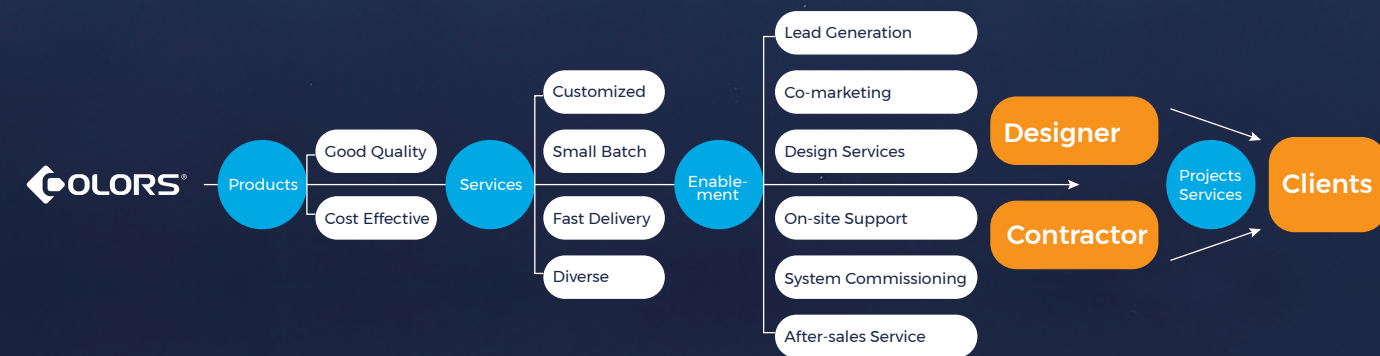
### Rapid Delivery

Semi-finished buffer stock + capacity allocation enables industry-leading lead time.



# Core Advantages

Cost-effective Products + Customized/Small Batch/Fast Delivery and Diverse Services + End-to-end Partnership Enablement



## Customized

Respond to all changes with unchanging principles.  
Customization ranges from 0.8 to 1, with clear boundaries and rules.  
90% of customer needs are met through flexible customization.  
Openly embrace brand-new customization based on emerging future demands.



## Small Batch

Medium and small scale operations—no rejection of small, no exclusion of large.  
Capable of excelling in small tasks, and more than able to meet large-scale needs.  
Value-added services with flexible conditions.  
Including small projects, small orders, small clients...



## Fast Delivery

The speed of delivering on promises, the speed of aligning with customer needs,  
The speed that offers more advantages than industry competitors;  
Through the linkage of production, supply and sales, informatization construction,  
Order forecasting + prefabricated production;



## Diverse Product & Service

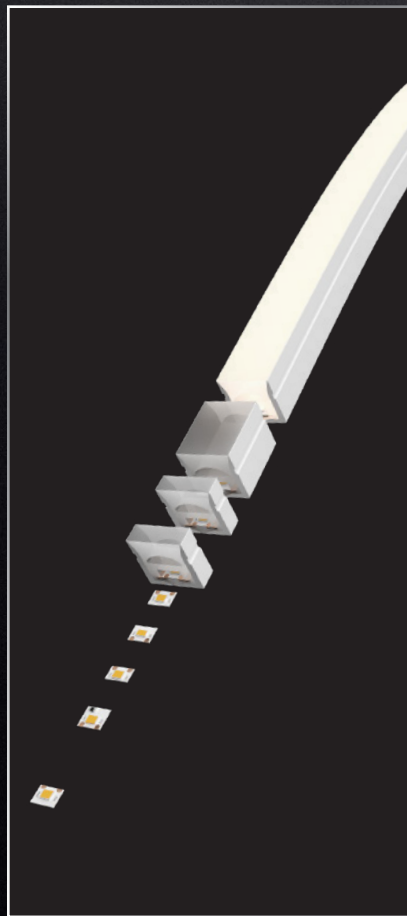
Based on the lighting needs of end customers in specific scenarios;  
Multi-functional options, multiple specifications and models,  
Multiple product categories, multi-scenario applications, and multiple solutions;



# 7+ Product Categories



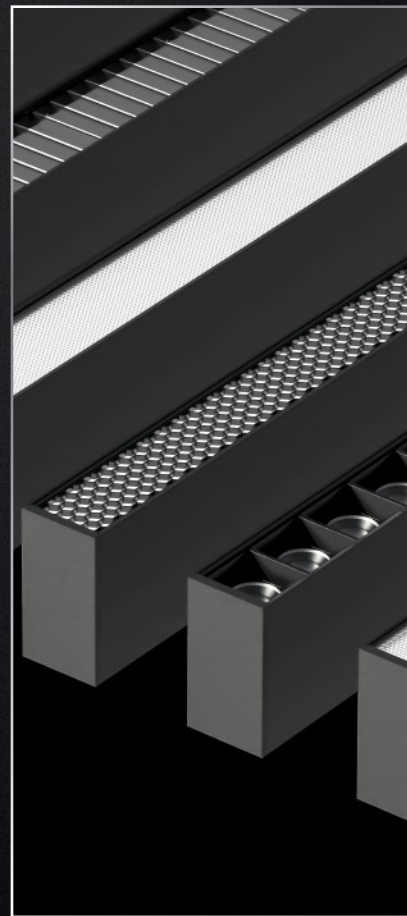
LED Strips



Neon Strips



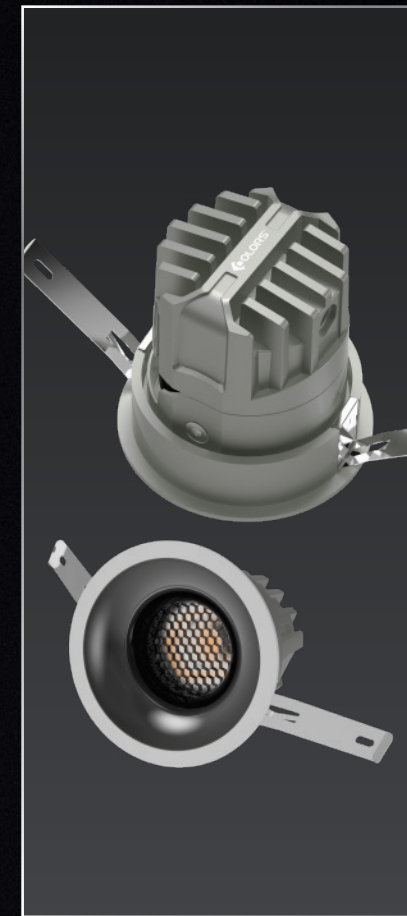
Infinite Lights



Linear Lights



Track Lights



Downlights

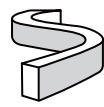


Driver & Controller

## Certification







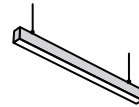
Neon Strips



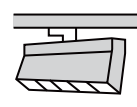
LED Strips



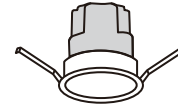
Infinite Lights



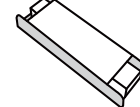
Linear Lights



Track Lights



Downlights



Driver &  
Controller

Arch Neon



Slim Neon



CSP



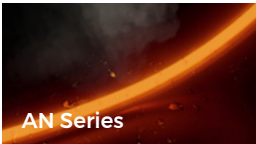
SMD ECO Series



Luminaires



Modules



360 Neon



COF



High-efficiency Series



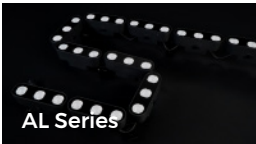
Profile



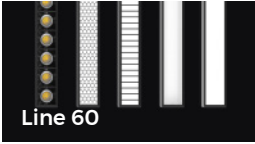
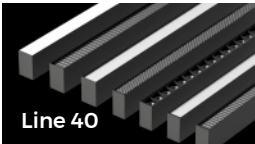
SMD



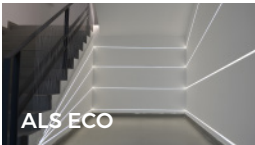
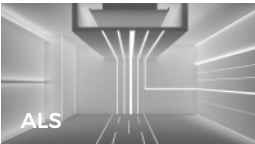
Digital Series



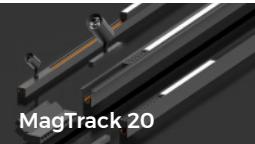
Luminaires



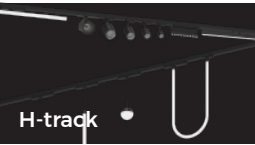
Profile



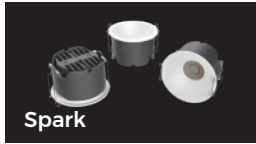
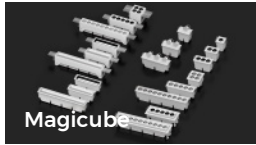
Low-voltage



High-voltage



Recessed



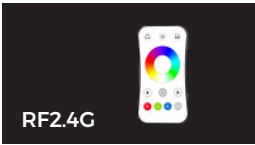
Plug-in system



Power Supply




Controller





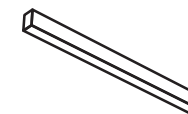


## Light Color Consistency Solution

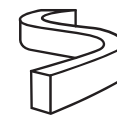
Different Lights  
Consistent Lighting  
1,800k~10,000k  
Tunable 



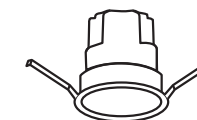
**LED Strips**



**Linear Lights**



**Neon Strips**



**Downlights**

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Pure White Light, SDCM<1  
Tunable White, From 1,800k-10,000k  
Consistent Lighting Color Across Fixtures, All The Same



# 1000+ High Quality Projects

lighting solutions for residential, hotel, office, commercial and outdoor spaces,  
More than 1000+ project all over the world.



**Boutique Office**



**Commercial**



**Hotel & Clubs**



**Restaurant & Bar**



**Art & Culture**



**Health & Recreation**



**Villa & Mansion**

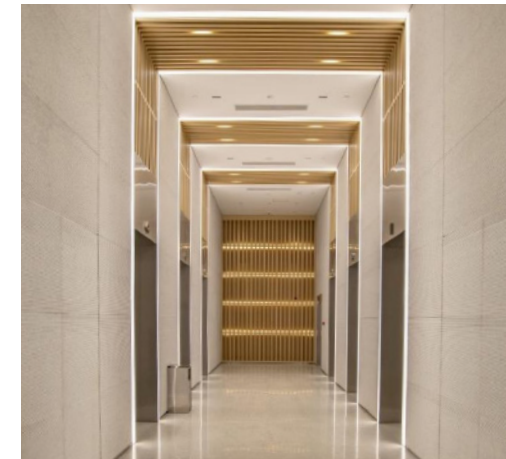


**Outdoor**



# Boutique Office

In office lighting design, it is essential to comprehensively consider the integration of natural daylight and artificial light sources, a human-centered intelligent dimming system, the use of diverse lighting in different areas, visual aesthetic comfort, as well as energy conservation and environmental protection. COLORS LED, through product innovation, customized services, and technical support, provides business owners with efficient energy-saving solutions, intelligent control, a diverse product line, and tailored solutions. Additionally, through contracted service providers, we offer professional lighting design consultation and installation services to better meet the needs of owners and users regarding the functionality, flexibility, energy efficiency, and cost-effectiveness of office lighting, thereby creating an efficient working environment centered on the achievers.



**Funder Chengda Center**

Chengdu, China 2021



**51 Job Office**

Shanghai, China 2022



**PORSCHE**

Taiwan, China 2022



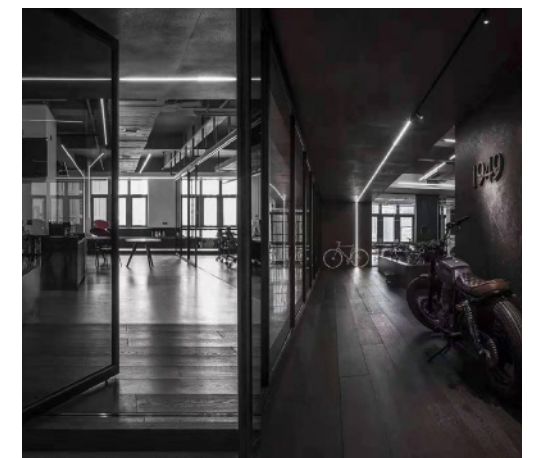
**Headquarters Adidas Latam**

Santiago, Chile 2016



**Famtasy Offices**

Yingkou, China 2021



**1949 Design Office**

Shenyang · China 2019



# Commercial

The lighting design of commercial spaces must not only meet functional requirements but also enhance customer experience and brand image through innovative design. It is important to create a brand atmosphere with lighting that increases recognition, utilizes dynamic lighting to enhance vitality and attractiveness, and employs focal lighting and layering effects to guide consumer behavior within a comfortable experience. COLORS LED, through product innovation, provides business owners with high-quality and diverse products, specialized technical support and customized services, as well as intelligent solutions that optimize energy efficiency and enhance the overall experience. By creating an effective spatial lighting environment, we help attract customers, promote product display to drive sales, strengthen brand image, and effectively control costs to maximize economic benefits.



**Wearnes**  
Singapore 2019



**AVIVA Art Space**  
Shanghai, China 2024



**Super Sport At Mega Bangna**  
Bangkok, Thailand 2024



**Books Kinokuniya Central World**  
Bangkok, Thailand 2022



**Designer's Selection**  
Shenzhen, China 2022



**First Casa Showroom**  
Shaoxin, China 2022



# Art & Culture

The lighting design for cultural and artistic exhibition spaces requires a high degree of flexibility and adjustability. It is essential to make effective use of precise focal lighting while also creating localized atmospheres. Additionally, the color rendering of the lighting is crucial for accurately reproducing the colors of the exhibits, and the color combination of the lighting should align with the exhibition theme, which are key points of focus. COLORS LED, through product innovation, provides designers and organizers with lighting fixtures that feature high color rendering, precise color control, and safety and protective functions. We offer a flexible and adjustable lighting system, along with professional design support and comprehensive after-sales service. This fully meets the lighting needs of venue managers and organizers in terms of exhibit protection, diverse applications, and enhancing exhibition effectiveness, while also effectively controlling costs and ensuring efficient energy savings.



**Dotsss Children's Museum**

Chengdu, China 2023



**台北市立美术馆 X-site 装置**

Taipei, China 2021



**Memorial UC**

Santiago, Chile 2022



**Matong Temple**

Ganzi, China 2023



**Lovivo Gallery**

Shenyang, China 2022



**Arc ZERO-Eclipse**

Gaoxiong, China 2022



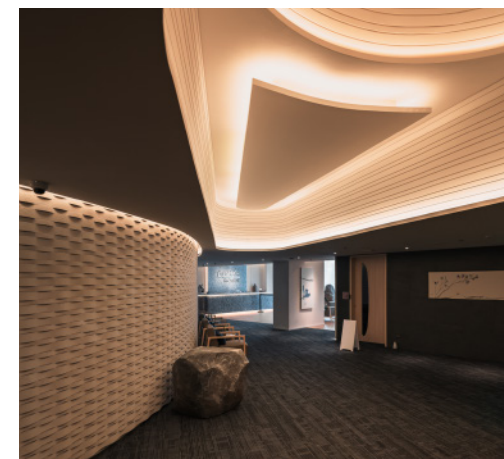
# Health & Recreation

With the arrival of the experience economy, the importance of lighting design in spaces that promote physical and mental well-being, such as gyms, spas, and KTVs, has become increasingly recognized. Lighting design must be tailored to the characteristics of the space and the physical and emotional needs of consumers. It is essential to comprehensively consider the value of lighting design in terms of safety, functionality, comfort, and atmosphere creation, balancing functionality and aesthetics to enhance the consumer experience.



SHUIYUEYUNXI

Hangzhou, China 2024



Let's Relax Spa & Onsen

Pattaya, Thailand 2022



WUHAN GANLU MOUNTAIN  
International SKI RESORT

Wuhan, China 2024



TIK TOWN

Zhenzhou, China 2023



英蓝国际金融中心健身会所

Beijing, China 2019



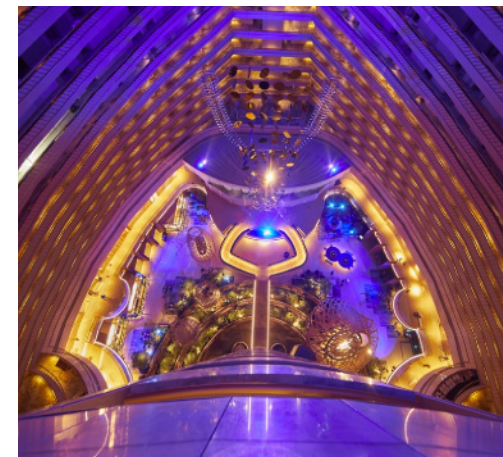
TG Fitness x Pilates

Taipei, China 2023



# Hotel & Clubs

The lighting design for high-quality business spaces, such as hotels and clubs, needs to integrate contextual lighting with aesthetics, personalization and customization, the application of intelligent lighting systems, energy conservation and sustainability, as well as environmental friendliness. Based on the trends in lighting environment demands from hotel management companies and operators—such as lighting comfort and safety, flexibility and adaptability of intelligent control, energy savings and maintenance costs, and brand image experience. COLORS LED, through technological innovation, customized services, and professional technical support, provides designers and operators with efficient energy-saving, high-quality lighting products and intelligent solutions. This supports the creation of a high-end business space lighting environment that features a unique brand image and differentiated experience.



**Parkroyal Collection Marina Bay**

Singapore 2020



**Lancaster Bangkok**

Bangkok, Thailand 2018



**KANAS HEMU HOLIDAY INN**

Altay, China 2023



**SHERATON Zhaoqing Dinghu**

Zhaoqing, China 2023



**PLATINUM HANJUE Hangzhou Hotel**

Hangzhou, China 2023



**CHEERSUM. Chengdu**

Chengdu, China 2024

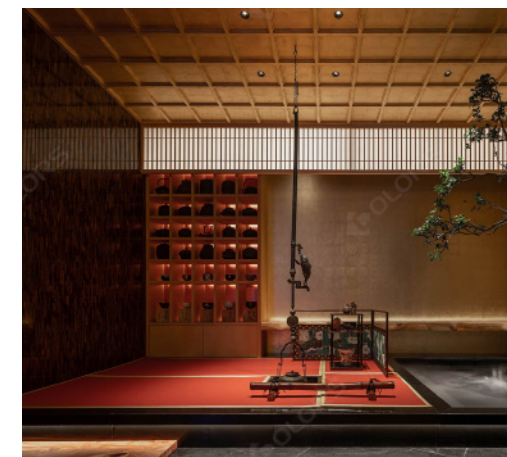


# Restaurant & Bar

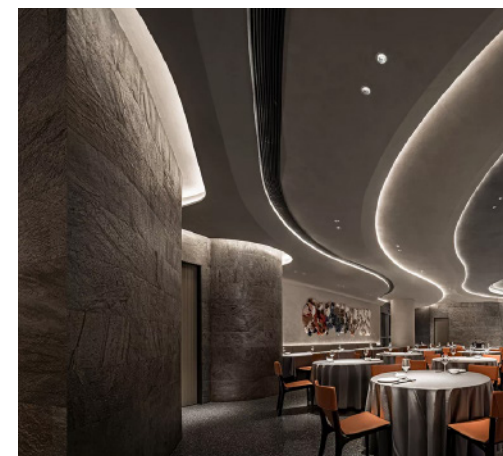
The lighting design for high-quality dining spaces needs to effectively shape the theme and atmosphere of the space, reasonably set illumination levels and color temperatures, and achieve contextual lighting through light control. It should combine lighting functionality with spatial design sensibility. Based on the needs of dining space operators regarding the lighting environment, such as merging functionality with experiential quality to enhance customer experience, and providing flexibility and adaptability to meet diverse needs at different times, the spatial lighting environment should enhance customers' recognition of the brand while being energy-efficient and cost-effective. COLORS LED, through product innovation, customized services, and professional technical support, provides designers and operators with energy-efficient lighting fixtures, a diverse range of product options, tailored solutions, intelligent lighting control systems, and comprehensive after-sales service, creating an exceptional lighting environment that delivers an outstanding customer experience in dining spaces.



**Franco Ristorante**  
South Jakarta, Indonesia 2024



**SHOW Kaiseki Restaurant**  
Shenzhen, China 2023



**XUJI SEAFOOD RESTAURANT**  
Wuhan, China 2021



**PARK YUET HIN**  
Dalian, China 2023



**CHILL YOUNG**  
Taiyuan, China 2024

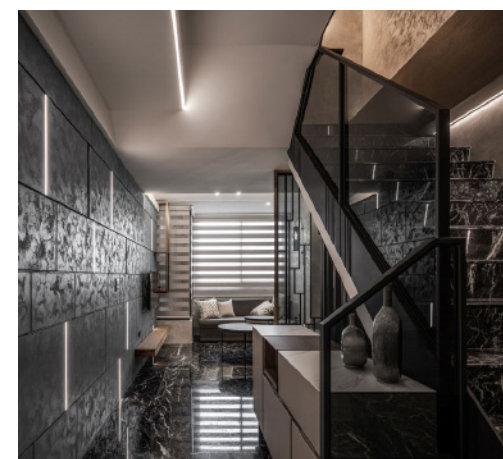


**谷.Cereal Whisky Bar 威士忌酒吧**  
Taiyuan, China 2021



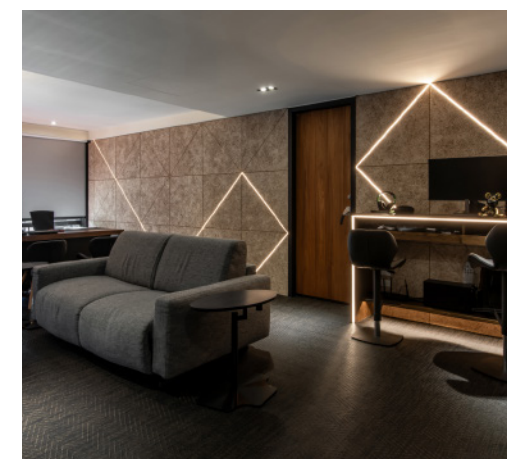
# Villa & Mansion

In the lighting design of high-end residential spaces such as villas, it is essential to consider the integration of lighting functionality and aesthetics, the layering of light and the application of focal lighting, the combination of ambient and decorative lighting, the use of natural light and adjustability, as well as personalization and creativity. Based on homeowners' trends regarding their living space lighting environment—such as the demand for smart and automated solutions, health and low-carbon sustainability, and personalized artistic expressions—COLORS LED, through technological innovation, customized services, and professional technical support, provides designers and homeowners with high-quality and reliable product services. This supports the creation of a healthy, comfortable, and artistically atmospheric high-quality living space lighting environment.



**House 96**

Taiwan, China 2022



**High-end residential**

Taiwan, China 2019



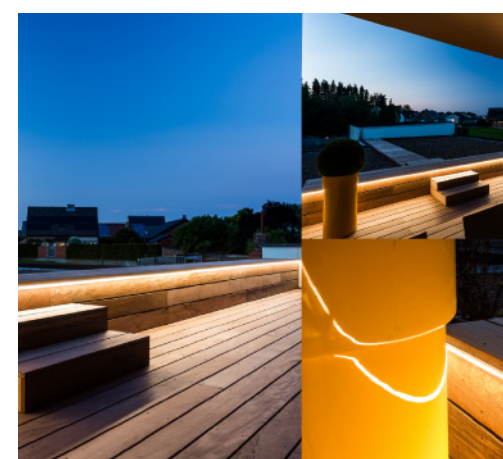
**RUNZE PALACE**

Beijing, China 2023



**#96 villa**

Dalian, China 2021



**Private Apartment**

Belgium 2017



**Residential House**

Malaysia 2024



# Outdoor

In the field of building facade and landscape illumination, after a period of rapid development, the focus has shifted to stable high-quality development. This phase emphasizes the integration of lighting design with the environment, balanced multi-layered illumination, personalization and artistic effects, as well as energy efficiency, safety, and functionality. Urban managers, developers, and property owners aim to enhance the city's image and nighttime experience through excellent lighting design, strengthening visibility and recognition, ensuring multifunctional adaptability, and guaranteeing both safety and comfort while being energy-efficient and environmentally friendly. COLORS LED, through product innovation, customized services, and professional technical support, provides designers and project managers with durable, energy-efficient products, tailored products and design services, intelligent control and technical support, and comprehensive after-sales service. This approach better meets the needs of urban managers, developers, and property owners regarding building facades, structures, and landscape lighting, driving the development of high-quality architectural lighting.



世界顶尖科学家论坛永久会址  
Shanghai, China 2023



腾讯华东总部大厦泛光照明  
Shanghai, China 2023



Xi'an International Football Center  
Xi'an, China 2023



Shijingshan Shougang Park Office Building  
Beijing, China 2023



CHIMELONG  
Zhuhai, China 2021



THE XANADU  
Guangzhou, China 2021

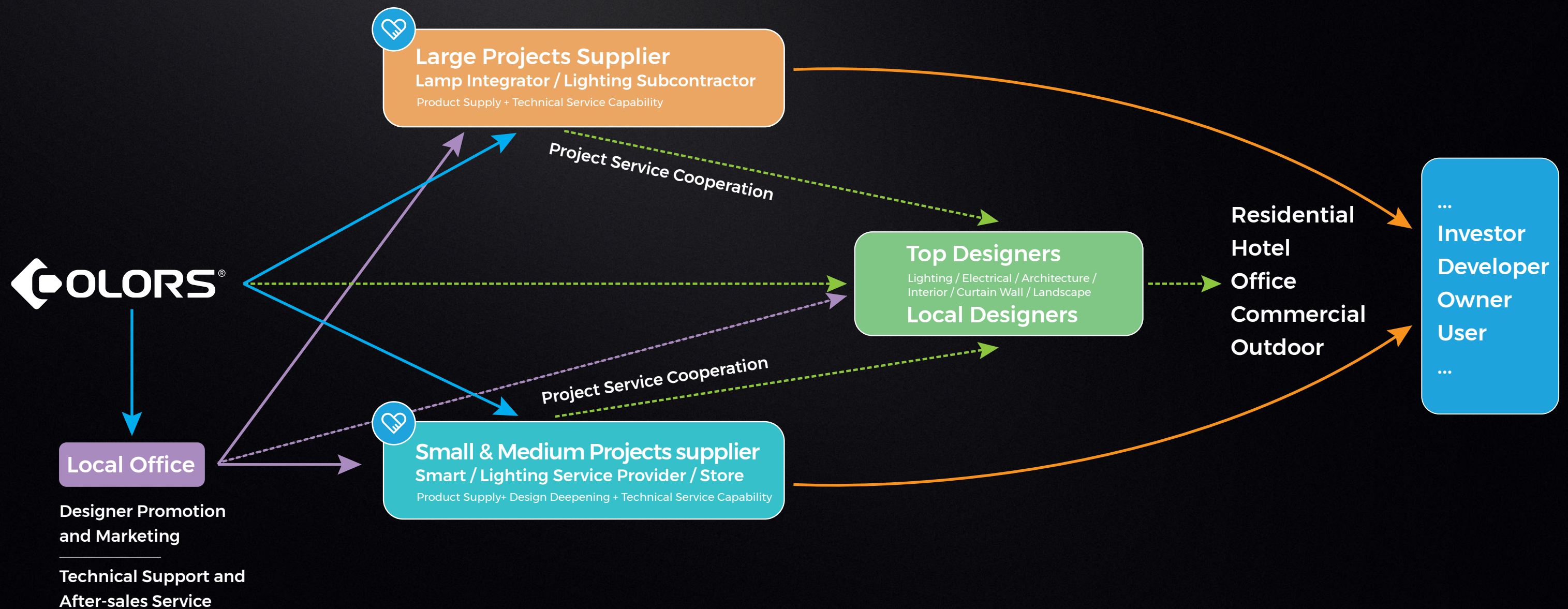


# PARTNER SHIP POLICY

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# Projects Value Chain





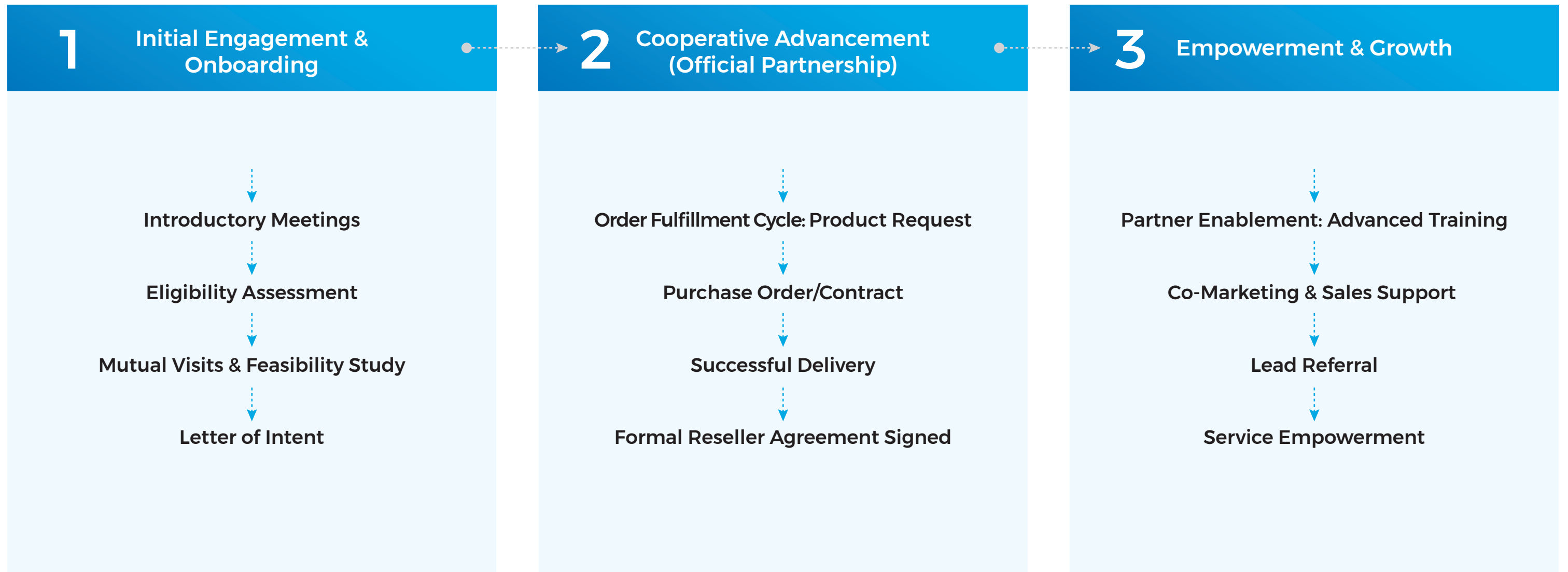
# Qualification Requirements

Evaluation Dimensions	Specific Requirements	Verification Method
Industry Qualifications	<ul style="list-style-type: none"><li>• 5+ years of relevant experience in the lighting/construction or architectural industry</li><li>• Has represented Tier-1 international or top domestic brands</li></ul>	Company registration documents
Financial Qualification	<ul style="list-style-type: none"><li>• Annual turnover ≥ USD 2 million (regional)</li><li>• Working capital ≥ USD 500,000</li></ul>	Certified Audited Financials + Bank Creditworthiness Proof
Technical Capability	<ul style="list-style-type: none"><li>• 2+ Lighting Designer (focus on small/medium projects, including detailed lighting design and on-site implementation support)</li><li>• Skilled in independent DIALux lighting simulations and BIM modeling</li></ul>	Project Cases
Design Resources	<ul style="list-style-type: none"><li>• A database/network of 100 partner architects and designers</li><li>• Track record of successfully delivering high-end/domestic boutique projects</li></ul>	Designer List + Project Cases
Infrastructure	<ul style="list-style-type: none"><li>• Warehousing space ≥ 500 m<sup>2</sup> • Partnered with certified logistics service provider</li><li>• Secondary processing capability</li></ul>	Warehouse photos

# Distributor Tiers & Policy Benefits

Cooperative Relationship	Star-rating Classification	Annual Target/USD	Finance	Market Protection	Marketing Promotion				Supply Chain Privileges			Training and Qualification System		
			Credit Line	Project Filing	Marketing Promotion Expenses	Digital Marketing Materials	Lead Generation & Traffic Acquisition	Exhibition Event Support	Emergency Order Response	After-sales Service	Customized Production	COLORS Design Platform	Product Training	Online Platform
Brand Distributor	Five-star	Above USD2,000,000	< USD 300,000 With 30-day Credit Terms			Source Files + Materials	✓	Co-exhibition At International Lighting Show Sponsorship Benefits(Free): Catalog:50pcs+sample Box:10pcs	Green Channel	Interim Solutions Within 6h and Full 8D Reports Within 48h (Excluding Weekends)	Customized Production Supported, Including 3 MOQ-free Opportunities	Offer Lighting Design Solutions	4 Offline Training Sessions Per Year Led by The Product Director (For Teams/ customers)	Enable Secondary Accounts to Manage Downstream Clients Under Parent Account Permissions
Brand Distributor	Four-star	USD1,000,000 USD2,000,000	< USD 200,000 With 30-day Credit Terms			Source Files + Materials	✓	Co-exhibition At International Lighting Show Sponsorship Benefits(Free): Catalog:50pcs+sample Box:10pcs	Green Channel	Interim Solutions Within 6h and Full 8D Reports Within 48h (Excluding Weekends)	Customized Production Supported, Including 3 MOQ-free Opportunities	Offer Lighting Design Solutions	4 Offline Training Sessions Per Year Led by The Product Director (For Teams/ customers)	Enable Secondary Accounts to Manage Downstream Clients Under Parent Account Permissions
Brand Distributor	Three-star	USD600,000 USD1,000,000	< USD 100,000 With 30-day Credit Terms	Project Protection	Target Incentive Calculation Method :  1.Below 80%: 1%  2.80%-100%: 2%	Source Files + Materials	✓	Design And Staff Support for Regional Exhibitions / Salons / Design Weeks,etc. Catalog:20pcs+sample Box:6pcs	Emergency Order Insertion	Interim Solutions Within 6h and Full 8D Reports Within 3 Working Days (Excluding Weekends)	Customized Production Supported, Including 3 MOQ-free Opportunities	Offer Lighting Design Solutions	4 Offline Training Sessions Per Year Led by The Product Manager (For Teams/ customers)	Enable Secondary Accounts to Manage Downstream Clients Under Parent Account Permissions
Brand Distributor	Two-star	USD300,000 USD600,000	USD 50,000 With 30-day Credit Terms		3.Above 100%: 3%	Source Files + Materials	✓	Design And Staff Support for Regional Exhibitions / Salons / Design Weeks,etc. Catalog:20pcs+sample Box:6pcs	Standard Delivery Time	Interim Solutions Within 12h and Full 8D Reports Within 4 Working Days (Excluding Weekends)	Customized Production Supported, Including 1 MOQ-free Opportunities	Provide A Design Software Account For Self-directed Design	2 Offline Training Sessions Per Year	Enable Secondary Accounts to Manage Downstream Clients Under Parent Account Permissions
Brand Distributor	Two-star	USD100,000 USD300,000	/			Source Files + Materials	✓	Design and Staff Support for Regional Exhibitions / Salons / Design Weeks,etc. Catalog:20PCS+sample Box:6PCS	Standard Delivery Time	Interim Solutions Within 12h and Full 8D Reports Within 4 Working Days (Excluding Weekends)	Customized Production Supported By Standard MOQ	Provide A Design Software Account For Self-directed Design	Basic Online Training Support	Enable Secondary Accounts to Manage Downstream Clients Under Parent Account Permissions

# Partnership Process



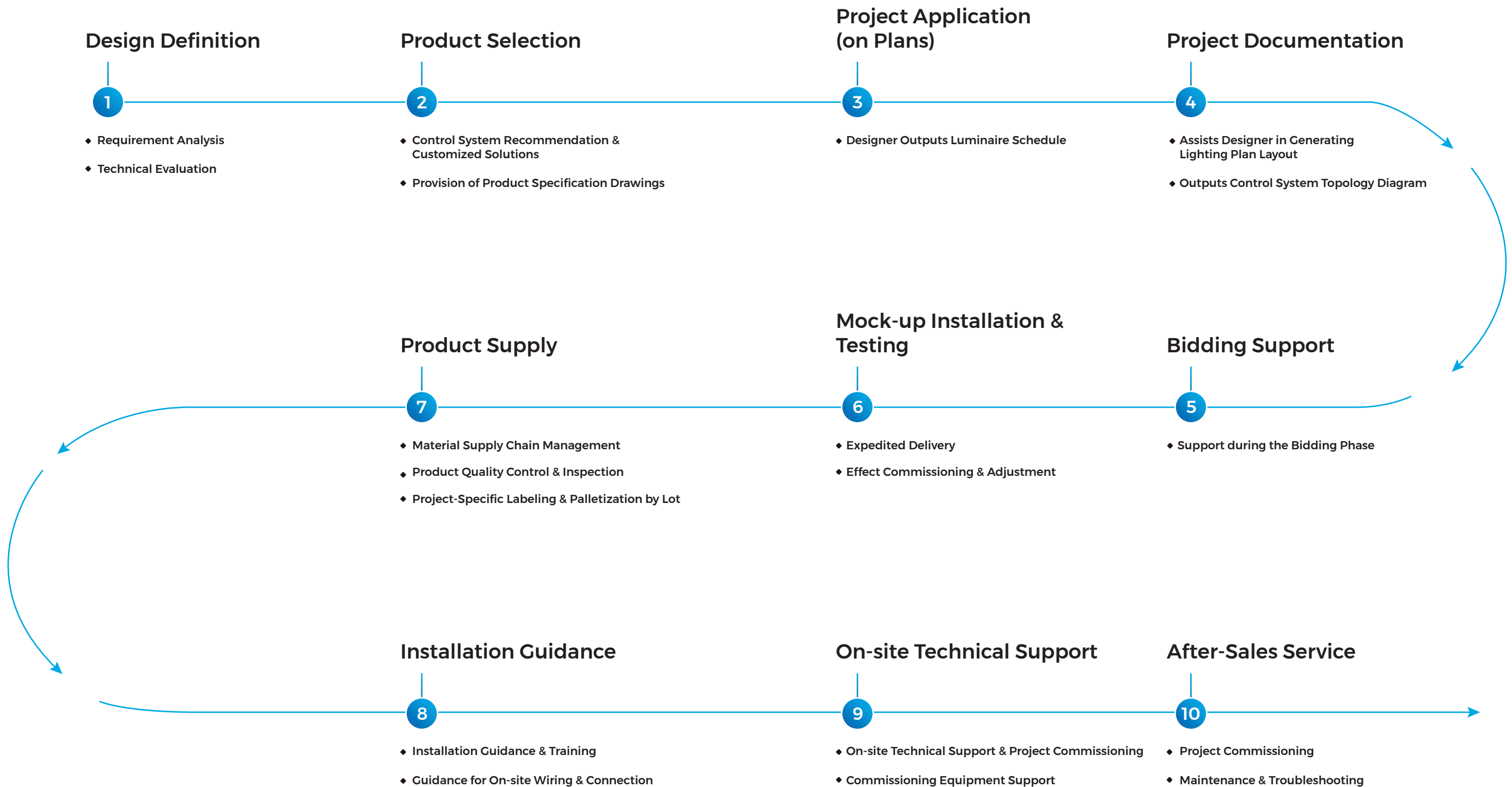
# SERVICE & SUPPORT

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- End-to-End Project Support Services
  - Establishment of a Digital Ecosystem
  - Online Store+ CRM System + Official Website
  - Project Registration & Protection Mechanism
- 
- Design Development & Product Selection
  - Product Customization & Sample Coordination
  - Rapid Order Fulfillment & Replenishment Process
  - Remote Installation Technical Support
  - Product Installation Briefing
  - System Commissioning & Control Technology Support
  - Product Malfunction & Rapid Response Protocol
  - After-Sales Service



# Full-Process Project Services





# Digital Service System





# COLORS Online Store



**Make B2B Deals as Simple as Amazon!**



**Get All Product Information**



**Download Documents Anytime**



**Check Price And Stock Instantly**



**Flexible Options And Ordering Online**



**Re-Order In One Click**



**Order Process All At Glance**

# BRAND PROMOTION

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Countries Trademarks Registered

50+



Brand Distributors

30+



High-quality Projects

1000+



Lighting Fair

40+



Designer Events

100+



Member of Associations

10+

## Offline Promotion

- lighting Exhibitions
- Designer Associations & Forums
- Localized Promotional Events by Distributors
- Industry Association Events

## Online Promotion

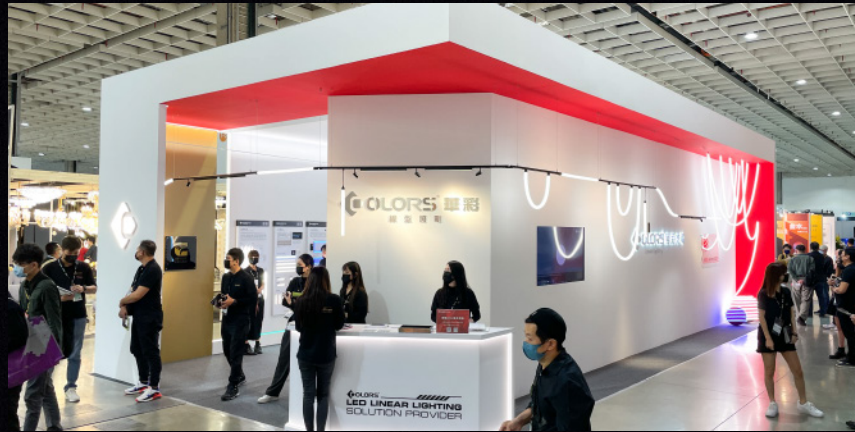
- Official Website
- Authoritative Magazine - ARC
- Professional Software - Dialux
- Social Media



# Global Lighting Exhibition

Since 2009, COLORS has actively participating in famous lighting exhibitions both domestically and internationally, continuously demonstrating its brand strength, expanding the global market, and deepening communication and cooperation with industry partners.

- Germany Light + Building
- Germany Euro shop
- Hongkong International Lighting Fair (Autumn Edition)
- Guangzhou International Lighting Fair
- Taipei Building Show
- Shanghai Hotel & Shop Plus
- Dubai Lighting Fair
- America LFI
- America Chicago International Lighting Show
- Vietnam LEDTEC ASIA
- Chile Chile Exhibition
- Indonesia Architecture Exhibition in Jataka
- Thailand Bangkok Architect 18
- .....







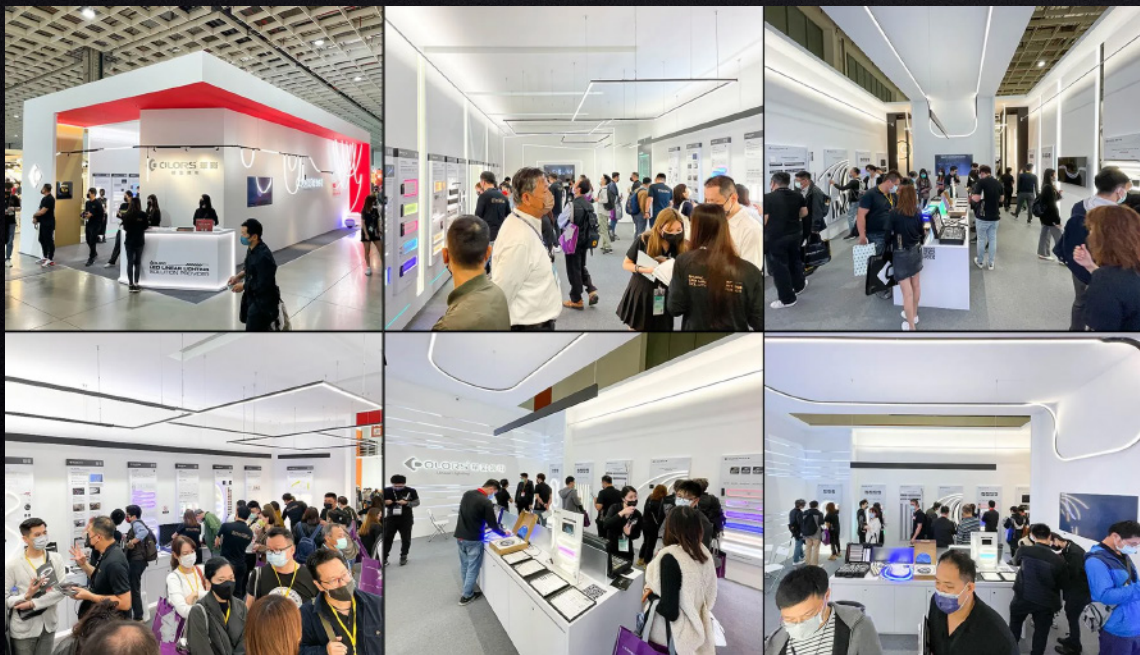
2024 Hongkong International Lighting Fair



2024 Guangzhou Guangya Lighting Fair



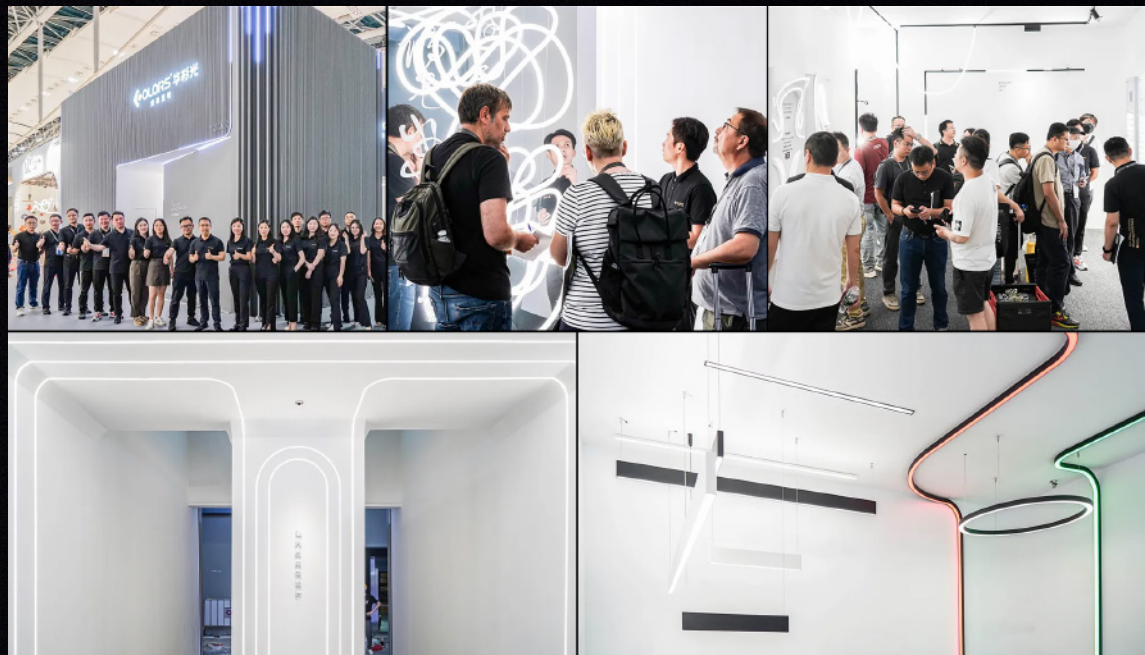
2024 Germany Light + Building



2023 Taipei Building Show



2023 Euroshop



2023 Guangzhou Guangya Lighting Fair



# Designer Associations & Forums

COLORS actively participates in various lighting designers' forum events, engaging in in-depth exchanges on cutting-edge design concepts, showcasing innovative lighting solutions, and continuously expanding its professional influence while deepening collaboration with the design community.





# Designer Salon Training

COLORS actively participates in the industry's lighting designers' salons, continuing to expand the brand's influence by integrating its professional power into the lighting designers.





# LIGHTING INDUSTRY RESOURCE COUNCIL

IALD  
LIRC

Being a LIRC members recognize and support the importance of the lighting design profession.

LIRC members are committed to providing lighting designers with products and services that will help them realize their vision of effectively, creatively, and efficiently designed lighting for the built environment.



INTERNATIONAL ASSOCIATION  
OF LIGHTING DESIGNERS

IALD

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COLORS Lighting

Preferred Mailing

17F, Block B,Building 2

Skyworth Innovation Valley

Shiyan Town, Bao'an District

518108 SHENZHEN

CHINA

colors@colorsled.com

Company Profile

About Us

COLORS Lighting, a leading global brand in high-quality lighting, especially in linear lighting. Providing professional lighting solutions for residential, hotel, office, commercial, and outdoor spaces, we are committed to becoming a worldly-influential innovative lighting enterprise and creating an ideal lighting space for the world.

Official Website

www.colorsled.com

Contact Email

colors@colorsled.com

Social Media Channels

f

ig

in

yt

Company Roster

Full Name	City	State Province	Country
Li Jian	Shenzhen	Guangdong	China



# Localized Promotional Events by Distributors

## 1 Event Plan & KV Design



16.30 - 17.30 (60 MINS)	: REGISTRATION - FOYER ACTIVITY
17.30 - 17.45 (15 MINS)	: WALKIN
17.45 - 17.55 (10 MINS)	: MC WELCOME / OPENING COLORS VDO
17.55 - 18.05 (10 MINS)	: MANAGEMENT SPEECH
18.05 - 18.25 (20 MINS)	: PRODUCT PRESENTATION BY BRAND MANAGER
18.25 - 18.55 (30 MINS)	: TALK SESSION WITH SPECIAL GUEST 2 PERSON + BRAND
18.55 - 19.00 (05 MINS)	: PHOTO GROUP SESSION
19.00	: START DINNER RECEPTION / FOYER DEMO SESSION
19.15 - 20.15 (60 MINS)	: LIVE BAND #1
20.15 - 20.35 (20 MINS)	: LUCKY DRAW #1
20.35 - 21.35 (60 MINS)	: LIVE BAND #2
21.35 - 21.55 (20 MINS)	: LUCKY DRAW #2
22.00 - 23.00 (60 MINS)	: ENTERTAINMENT ARTIST
23.00 - 23.20 (20 MINS)	: LUCKY DRAW 3 / MC CLOSING
23.20 - 24.00 (40 MINS)	: HOUSE MUSIC
24.00	: END EVENT

## Event Warm Up



## 2 Space & Stand Design



## 3 Factory Pre-installation



## Brand Introduction



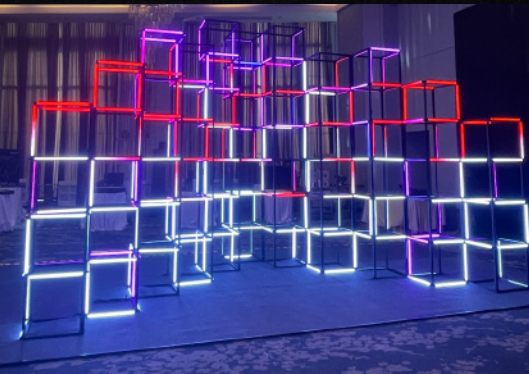
## 4 On site installation



## 5 Brand Presentation



## CSP SPI Linear Light



## NNR25P



## ARCH Neon AFT2020



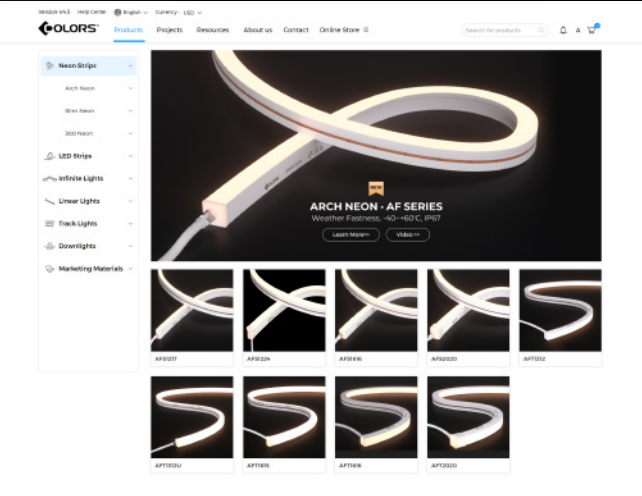


# Official Website

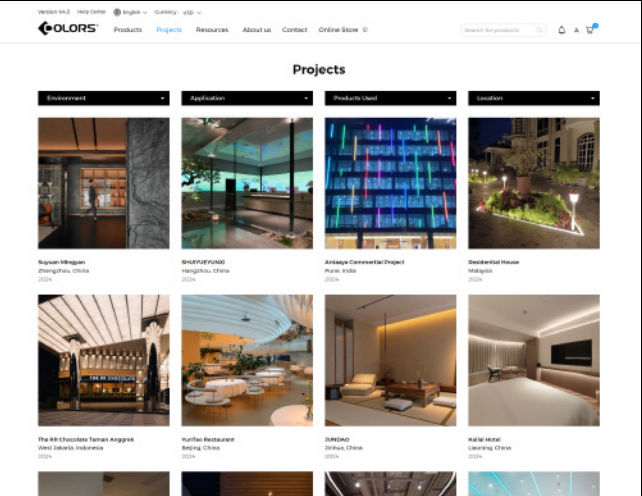
COLORS Brand Official Website: employing a B2C approach to execute B2LB strategy. It integrates multiple functions including brand showcasing, product inquiry, content sharing, online ordering, and an interactive community. It serves as the primary platform for facilitating efficient information dissemination and enhancing interaction between the COLORS brand and its clients.



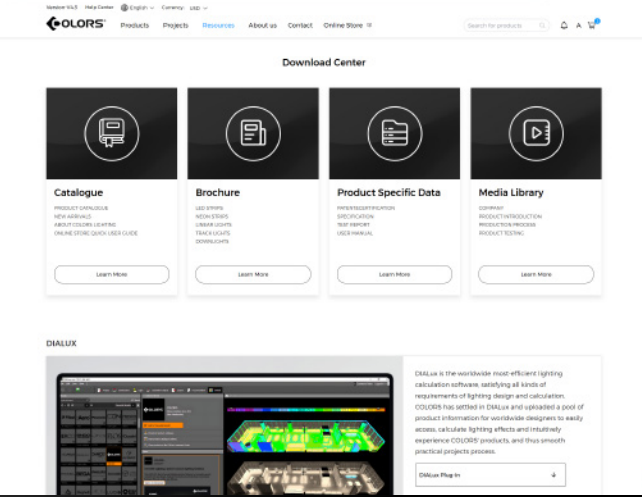
## Products



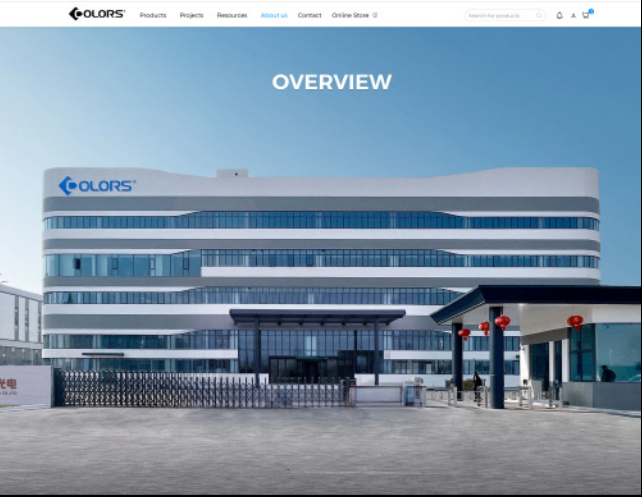
## Projects



## Resources



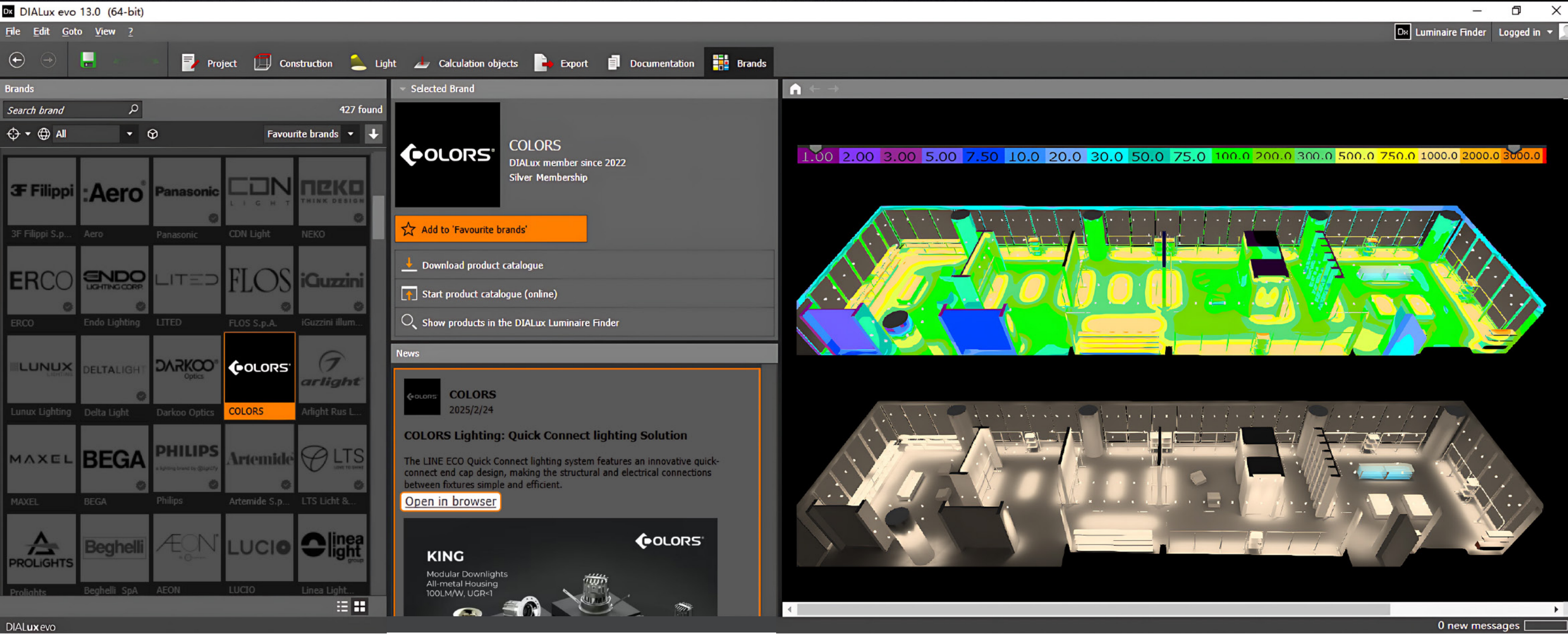
## About us





# Lighting Design Software- DIALux

COLORS is a Silver Member of DIALux. All product 3D models and IES files are readily available for immediate use.





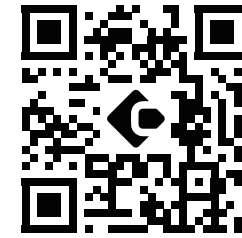




# Social Media



[www.colorsled.com](http://www.colorsled.com)



[www.colorsled.cn](http://www.colorsled.cn)



Facebook



LinkedIn



Youtube



微信服务号



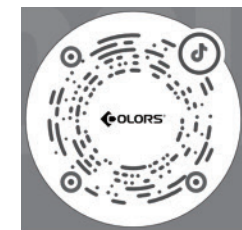
微信视频号



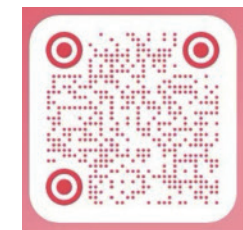
Pinterest



Instagram



抖音号



小红书



# Welcome To Join

**sales@colorsled.com**

