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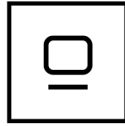
29-Nov-2024

## ADJ Group Invests in Customer Service Through Significant Expansion of European Headquarters

The ADJ Group of Companies has expanded its European Headquarters in Kerkrade, the Netherlands, demonstrating a commitment to building the future together with customers and industry partners. The ADJ Group includes ADJ Lighting, Acclaim Lighting, Duratruss, Elation and Obsidian Control Systems.



The new three-story Hall 4 building connects to the company's existing facility and is now home to expanded R&D, QC, Service and Spare Parts departments. This substantial investment has been made to better serve customers through increased order processing capacity, expanded quality control, improved logistics, enhanced service, and ultimately greater innovation. Demonstrating the company's commitment to the environment, the new building also features an extensive solar power installation capable of generating a large proportion of the electricity required to run the entire site.



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“This is a significant project for the ADJ Group in Europe,” explains ADJ Group Europe’s Chief Operating Officer, Marc Librecht. “It is the culmination of many months of strategic planning, building construction, internal fitting, and departmental transition. I would like to thank our entire internal team, as well as our external partners, who have worked extremely hard as we build the future together. The result is a substantial increase to our order processing capacity that will directly benefit customers, an improved working environment for many of our team members, and a sizable reduction in our carbon footprint.”

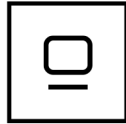
Hall 4 has a total floor space of 4,371m<sup>2</sup>, representing a significant increase to ADJ Group’s campus in Kerkrade. It has been thoughtfully designed to boost productivity, improve staff wellbeing, and allow the company to ensure excellent customer service through continued expansion.



A purpose-built Quality Control department is housed on the ground floor of the building. This space has a dust lock to keep the area free from dirt and debris and has been optimized to allow a considerable increase in capacity. Every product shipped from the facility is subject to an extensive QC process which includes advanced CCT and color calibration, thorough testing of every function, and a firmware update (when necessary) to ensure that fixtures arrive with customers in perfect condition ready to be put straight to work. The new QC department will allow orders to be processed more quickly and also provide extended capacity for future growth.

The middle floor of the building is home to dedicated R&D labs for ADJ Lighting, Elation and Obsidian Control systems. There is also an extended Service Department as well as an expanded Spare Parts Department. The working areas on the floor are arranged around the perimeter of the building, with the parts storage space in the middle, providing staff with lots of natural light to enhance their working environment.

Finally, the top floor of the building is currently vacant, providing plenty of space for future expansion. In addition, the facility’s warehouse capacity has been expanded with 405 new pallet



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spaces, due to the relocation of the departments that are now housed in the new building. The order dispatch area has also been expanded, while a new dedicated loading bay for inbound goods has further improved the building's workflow. On the roof of Hall 4 are 424 solar panels which have the potential to offset the production of 100 tonnes of carbon annually, equivalent to 4,668 trees cleansing the air each year.

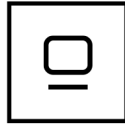


“The construction of Hall 4 represents a considerable investment for the ADJ Group in Europe,” comments Global CEO, Toby Velazquez, “but one that we feel is essential to allow our brands to continue to serve customers with the highest possible standard. This investment shows our commitment to excellent customer service not just through words but through actions – building new infrastructure and investing in our people – to ensure we continue meeting, and exceeding, the needs of our customers. Hall 4 – with its large, purpose-designed QC area, expanded Service and Spare Parts departments, and fully equipped R&D labs – will allow for improved workflows as our company continues to expand in Europe. The inclusion of a solar-powered energy system will simultaneously help us to improve our energy efficiency and reduce our carbon footprint.”

The ADJ Group was established in Los Angeles, USA in 1985 and expanded to Europe in 2002 with the opening of the site at Kerkrade. The group is known for reliable products, exceptional customer support and market-leading innovation.

### Hall 4 Stats

- 4,371 m<sup>2</sup> of total space across three floors
- 1,250 m<sup>2</sup> of purpose-built QC space
- QC includes 5 electric worktables of 25 meters and 1 of 18 meters, all height adjustable
- Dedicated Service Area with space for up to 20 technicians
- Spare Parts department with 46,000 bins!
- 424 solar panels with capacity to generate up to 214Kw of electricity at peak and 200 Mega Watt Hours per year



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### **About Elation**

At Elation, we represent the elite in the lighting industry. We design and manufacture a comprehensive range of best-in-class entertainment lighting products valued by production/rental houses and lighting designers worldwide. Our dedication to extraordinary quality and creative solutions has established us as the go-to choice for professionals. With a storied legacy of brilliance, our influence extends from iconic stages to cutting-edge studios across the globe. We also offer an advanced line of lighting control products through Obsidian Control Systems, and a full range of dependable specialty effects called Magmatic. We invite you to take a closer look at [www.elationlighting.com](http://www.elationlighting.com)

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