



Innovation
is our Heritage

TRUNGSRAM



Innovation

is our heritage

Established as
United Electric Ltd.

1896



1909

Tungram
brand
registered.

Lipót Aschner founded
the world-famous
research lab and
makes the brand
a world market factor.

1921



1931

Imre Bródy,
a researcher at
Tungram develops
Krypton lamps

Zoltán Bay, the technology
officer of the company
founds radar astronomy
by a world famous
experiment.

1946



Tungsrám has a 120-year long track record and unique assets and capabilities

TUNGSRAM

Over 120 years
of reliable operations

1896

World-class innovation
heritage



5 plants for advanced
lighting technologies
and components



20+ Tungsrám
subsidiaries globally

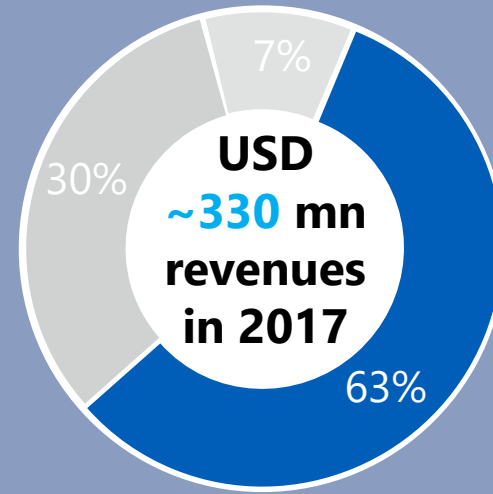


Ceramics, metal, glass,
quality and tooling
capabilities

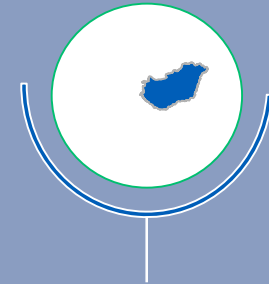


Expanding Hungarian
technology center

● General lighting ● Automotive lighting ● Components



5000+ employees in
Hungary and globally



Established sales network in a

100+ countries:
95+% export



Product portfolio

We will drive forward the design and development of all kinds of light sources, from traditional technologies to state-of-the-art LED products, as well as working on advanced solutions in areas such as human centric light, energy optimisation and system intelligence, securing Tungsram's position as a global force.



Traditional lamps



LED Lamps

Tungram in automotive lighting

The automotive division has been successful in the world market for 60 years and has long pioneered advanced automotive lighting solutions - both in the OEM (Original Equipment Manufacturers) and in the aftermarket with their products - listed among the three major car bulb manufacturers world wide. Committed to constant development to make improvements in visibility and road safety, in performance and energy efficiency, but also in convenience and style.



- **Global Business Headquartered in Budapest Hungary**
- **Global commercial activities in over 100 countries**
- **World class Engineering Team around the world ensuring best in class quality**
- **Unique Technology and Performance on Premium types**
- **Committed to Product Leadership and Technology Innovation - offering customer tailored solutions**



Main challenges of the transformation



Brand new communication and packaging

Our tips

Design and distinguish your logo – use it consistently.



Always make the logo stand out of the background with adequate contrast. The transparent logo is recommended to be used on pictures - with adequate contrast.



Always show the most important information about the product and the factors that distinguish the brand from the competitors. In our case:

1. Brand indication
2. Graphic drawing
3. Unique branding element
4. Reference to OEM quality
5. Differentiate with color
6. Dynamic and modern design



Brand new communication and packaging





GE
Lighting

New name,
same quality



tungsram.com