

## **LACROIX Group and Japanese firm NICHIA celebrate over 20 years of business relationship !**

**Friendship never ends! LACROIX Group, an international technological equipment supplier based in France, and Nichia, a Japanese company, ranked as top 1 producer for light-emitting diodes, have been working together for 20 years: an anniversary that makes sense in the promising LED market current context.**

### **For 20 years, LACROIX Group has been a client of Nichia**

*“The kick-off period was in 1997: LACROIX Group is really our oldest customers in Europe. We had started Lamp type LEDs business with very old type, NSPE590S, for LACROIX traffic lighting system”* underlines Nico Vogelaar from Nichia Europe. Specialized in fine chemicals development, manufacturing and sales - specially inorganic luminescent materials (phosphors) - Nichia supported LACROIX Group's growth. The French company became within a few years a reference in the national electronic market. In 20 years, the two industries have continuously innovated and strengthened their relationship by cooperating on various type of applications. *« The first product we designed together was Variable Message Sign for LACROIX City traffic lighting system. It was 20 years ago and from now on we have never stopped our cooperation. »* Vincent Bedouin, CEO LACROIX Group.

### **280,000,000 LEDs installed by LACROIX Group in 2018**

Already active in the headlights, rear lights, daylights, stop lights and vehicle interior lighting, LEDs now seek to serve intelligent lighting. Their use has expanded into the new adaptive headlights equipped with AFS (Advanced Front lighting System) technology, a device designed to adapt the angle and intensity of the light beam to the environment. A technology that's still evolving. By 2025, according to a recent report by Grand View Research, the global LED lighting market is expected to reach a record \$109 billion. For LACROIX Group, next major step is to reach 300 million LEDs in 2020.

### **A solid business relationship is an asset for growth**

In a fast-growing market, long and solid business relationships are a key for differentiation, especially when this relationship involves geographically distant partners, from Japan and France. During these 20 years, LACROIX Group and Nichia have learnt a lot about each other, about their different cultures in business and cross-over expertise and knowledge.

### **One partnership, two successful industries**

In addition to their partnership, Nichia and LACROIX Group have had two successful stories.

In 2019, in acknowledgement of Nichia's continued provision of new value to society, Clarivate Analytics has selected Nichia as a top 100 global innovative company (Derwent Top 100 Global Innovators 2018–19). This selection is awarded to companies actively developing innovative products and services and securing the rights to inventions.

On the other side, LACROIX Group, leader in technological equipment in France, would become a strong symbol of 4.0 industry with the new Symbiose factory, to be launched in 2021. LACROIX Electronics business with companies headquartered in Japan is growing rapidly and fits the strategy to reach the highest quality standards in the electronics industry.

## About LACROIX Group

LACROIX Group is an international technological equipment supplier whose ambition is to put its technical and industrial excellence at the service of a connected and responsible world. As a listed SME company, we combine the agility that's essential to innovating in a constantly changing technological universe with the long-term vision to invest and build the future.

LACROIX Group supplies safe, connected equipment to manage smart road infrastructure (signage, traffic management, street lighting, V2X) through LACROIX City, and by managing water and energy systems through LACROIX Sofrel.

LACROIX Group also develops and produces the electronic equipment of its customers in the automobile, home automation, aeronautic and manufacturing industries and also the health industry through LACROIX Electronics.

Instead of futuristic plans far removed from reality, we work with our customers and partners to build the link between the world of today and the world of tomorrow.

With its headquarter in Saint Herblain, France, the Group is also located in Germany, Poland, Tunisia, Spain and Italy.

The annual revenue for 2018 was €468 million. It is headed by Vincent Bedouin, 70% owned by family capital and 30% listed on Euronext compartment C.

For more information : [www.lacroix-group.com](http://www.lacroix-group.com)

## About NICHIA

Having "Ever Researching for a Brighter World" as our motto, Nichia has grown in the field of development, manufacturing and sales of fine chemicals, particularly inorganic luminescent materials (phosphors). In the process of the challenging pursuit of brighter luminescent and light-emitting materials, we succeeded in developing and commercializing the super high brightness Blue LED in 1993, which greatly impressed the world.

Since the first introduction of the Blue LED in 1993, we succeeded in developing the world's first white LED by combining yellow phosphor and blue LED, followed by the successful development of practical level of blue-violet semiconductor laser for the first time in the world.

The invention of these Nitride-based LED and laser diodes causes the technological innovation of light source in the field of display, general lighting, automotive, industrial equipment, and medical care & measurement. We hope that Nichia will continue to be a company that will contribute to the world by evolving its original and unique technologies in the field of manufacturing.

For more information : [www.nichia.com](http://www.nichia.com)