

HEPER GROUP
COMPANY
PRESENTATION
2017

Index

- **Company Profile**
- **Skills**
- **Technology**
- **Products**
- **References**



Our story started in 1996, Ankara, Turkey by falling in love with Light. The “family run” company which we have started to develop products for efficient lighting, expanded in time creating the trade names, Heper Group, which in time became leaders illuminating field. Thanks to their design, material quality and manufacturing technology our products are now adding more value to the modern cities of the world. Beautifying the buildings, squares, streets, recreational areas, sports and airports, which at the end making them vivid & full of life.

Even though we are a young brand, we see success stories to be proud of when we look at the past. The advances we have made, especially after the year 2000 are at a level that would make us one of the important players in the global market.

MILESTONES

1996

We were established in 1996. We became the **leader** in the local market in the early 2000's as a boutique lighting company. **Moonlight** entered the sector as our first brand.

2002

Our **first export**.

2004

We started attending the **Frankfurt Light&Building** Fair. We initiated international collaborations in design, R&D and testing and certification.

2005

Our first world renowned reference project, the 2005 **Asian Olympic Games in Doha**, Qatar.

2008

We developed our **first road lighting product**.

2010

We developed our **first tunnel lighting product**. This product has earned us an important place in the market. We've moved to our new plant with **6 thousand m2** of closed space established on a total area of **12 thousand m2**.

2011

We invested in the **production of aluminum conical poles** - the future of lighting poles.

A factory with 14 thousand m² of closed space and a total of 20 thousand m² was prepared during the first phase. We have created the brand **Alcopole** for the production of aluminum poles.

2012

The existing laboratories were retrofitted with **state of the art technology**.

2013

The global representation of our brands in the lighting sector were gathered in a one-stop-shop with **HPR Marketing Inc.** Our Istanbul, Beirut, and Amman branches started their operations.

2014

All of the group's activities were collected under the **Heper Group of Companies** umbrella.

2016

Capacity and talent building by expansion of laboratory investments. **Accreditation works** commenced.

2017

The first investment for the North American market was made and the Quebec office in charge of operations in the USA and Canada has been opened. Work on establishing the R&D Center commenced.



MOONLIGHT LIGHTING INC

Luminaire Production

moonlight⁺

heper⁺

HPR INDUSTRY INC.

Aluminum Pole Production

Alcopole⁺

HPR MARKETING INC.

Trade Activities

+hpr

MORE⁺ NETWORK

Heper is in every corner of the world with its everlasting quality, unique designs and innovative solutions. Exporting to 80+ countries in; Europe, Balkans, North Africa, America, Middle East, Russia, Australia, New Zeland.

→ **HEADQUARTERS** - Ankara / TURKEY

Moonlight Lighting Inc.

HPR Industry Inc.

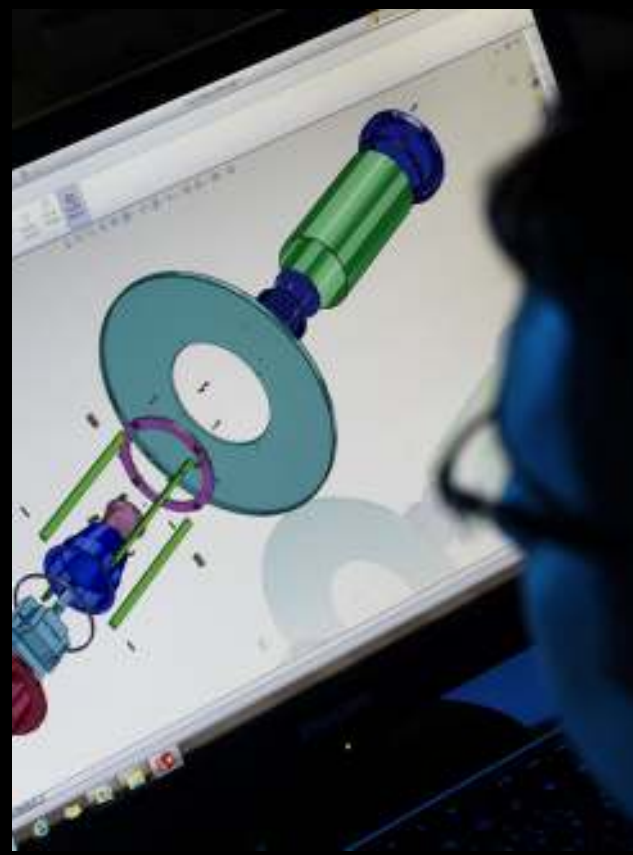
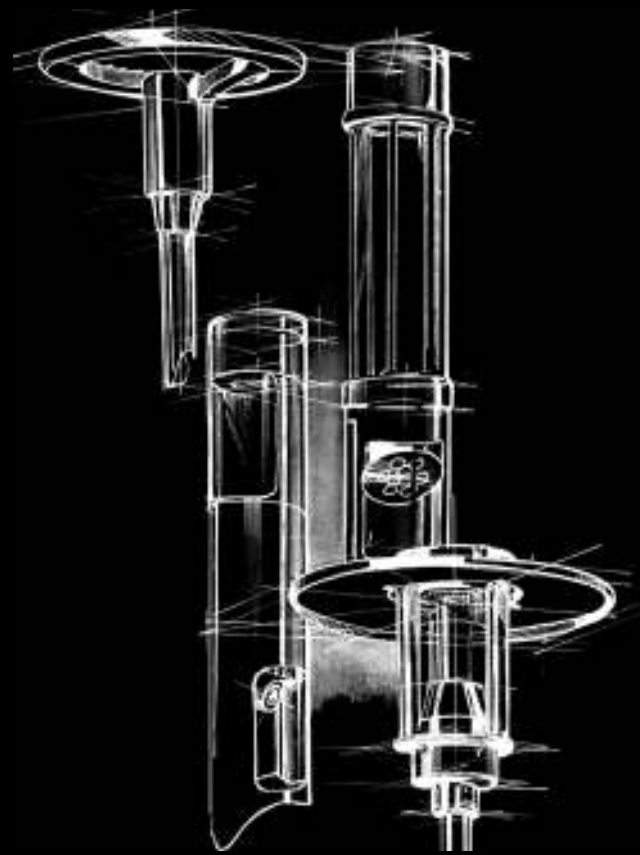
HPR Marketing Inc.



SKILLS

The R&D department of Heper Group is a dynamic and innovative team, focused on the development of radical new Technologies that span a diverse set of applications. Our team is comprised of engineers and designers who are dedicated to creating extraordinary solutions for advanced technologies.

The R&D team focus on the complete development process, from design to low volume manufacturing runs. The main aim of our team is to design advanced lighting systems, which is more innovative and functional than the products they are replacing.



SKILLS - DESIGN

Attracted by the ideal source of light embracing and surrounding us, we try to reach the ideal by putting our design efforts into our products. Our long experience in engineering and design, enriched by the technology of manufacturing, makes it possible to give birth to contemporary, reliable, and efficient products for outdoor applications.



SKILLS - TESTING

The world is quickly changing. We have been producing products which were up-to-date and ready for long lasting operation with the generous helping hand of Bartenbach Lichtlabor since many years, today we are proud of Heper Group light laboratory which will carry us to test and apply the latest world standards.

heper⁺
Full-Field Speed Concept
International Patented Technologies





SKILLS - TOOLING

Tool manufacturing is an intricate job, it is our team's playground. Heper Group engineers and technicians putting their efforts in those dies, molds, and jigs, brings those imaginations to life.





SKILLS - MANUFACTURING

Everything starts with identifying the necessities. Design, testing, prototyping and tooling brings us to end of the first part of our process. Assembling all those parts together is the last stage, ending up with a high level of total quality.





TECHNOLOGY

Our products that are manufactured and created meticulously by our designers are produced using high-tech, high-quality components. Every single feature that our products have, is the product of our perennial research and development efforts. All this is to design and bring the next-generation technologies into our lives.

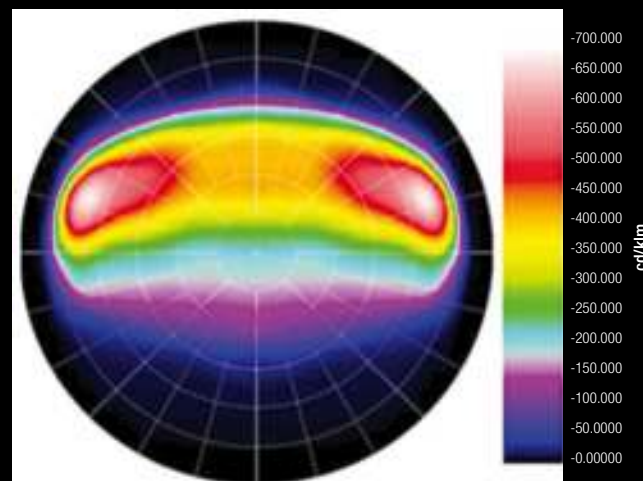
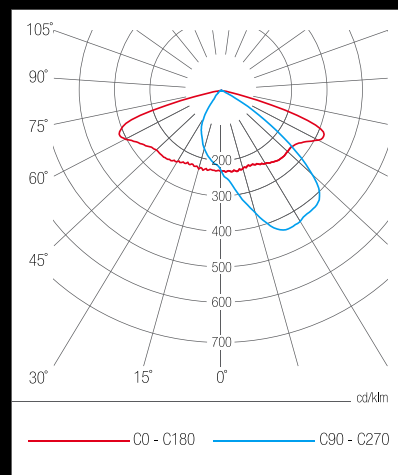


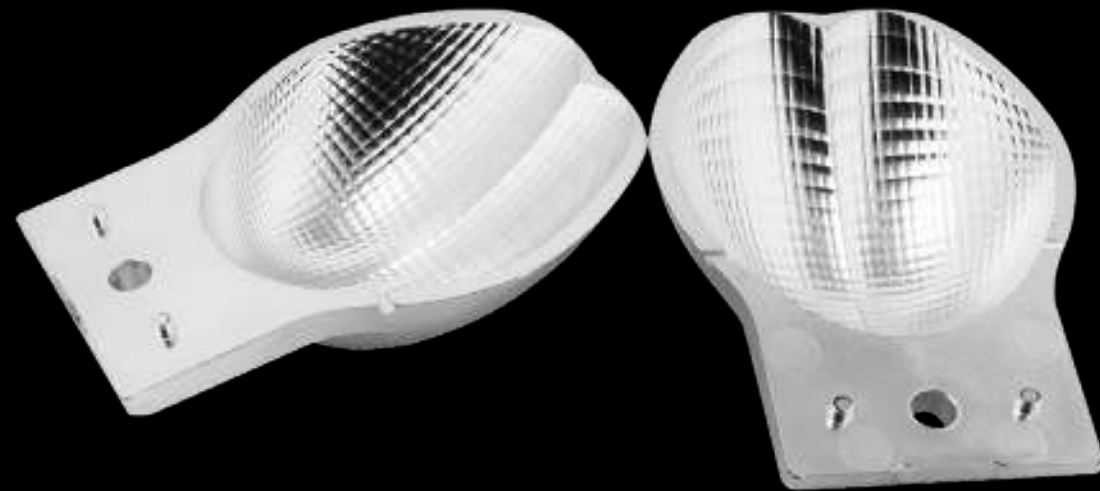
MILESTONE® - Perfect performance

MILESTONE® has a patented unique complex surface reflector technology designed to be used for/in different types of road classification like **ME1, ME2, ME3 and ME4** by increasing the number of modules used on fixtures. Modular system also meets specific needs such as street lighting, highway applications and tunnel lighting.

The reflector used inside **MILESTONE®** has a special coating for higher reflectivity and for a longer lifetime with maximum performance. The module has two kinds of special coating: standard aluminum and optional silver. The Silver coating has a superior feature in terms of high reflectivity, durability and mechanical resistance.

The placement of modules in different numbers and positions provides symmetrical or asymmetrical light distribution. **MILESTONE®** has a perfect glare control system by using light indirectly with the multifaceted reflector.



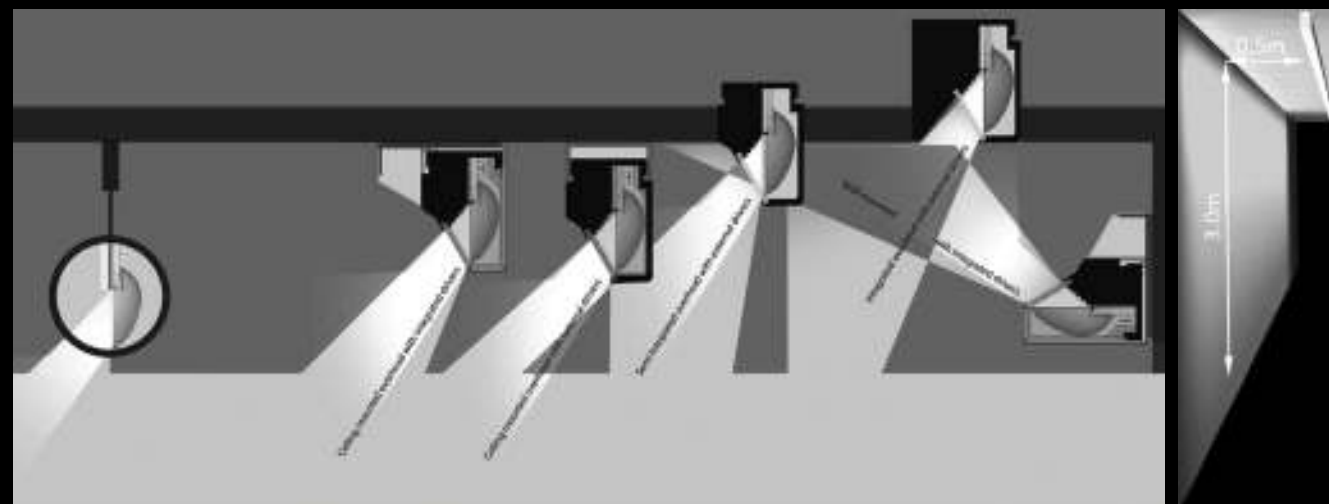


DYNO - Perfect linear form

DYNO LED module; has unique lighting distribution thanks to its complex multifaceted reflector design including longitudinal glare control (optimized cut-off), excellent uniformity with the highest consistency of constant illuminance within defined field.

The lighting distribution of the module is very smooth and in linear form without spot effect. Forward through distribution allows throwing the light 1x distance in the horizontal position and 6x distances in the vertical position.

The light beam is precisely calculated and defined. In order to obtain dynamic white lighting, two different color temperatures from the same light source should be used. Moreover, DYNO is more suitable for UV sensitive environments like historical places, monuments, paintings since it does not emit any UV beams.



Comparison wallwasher with longitudinal glare control RDB to conventional system.

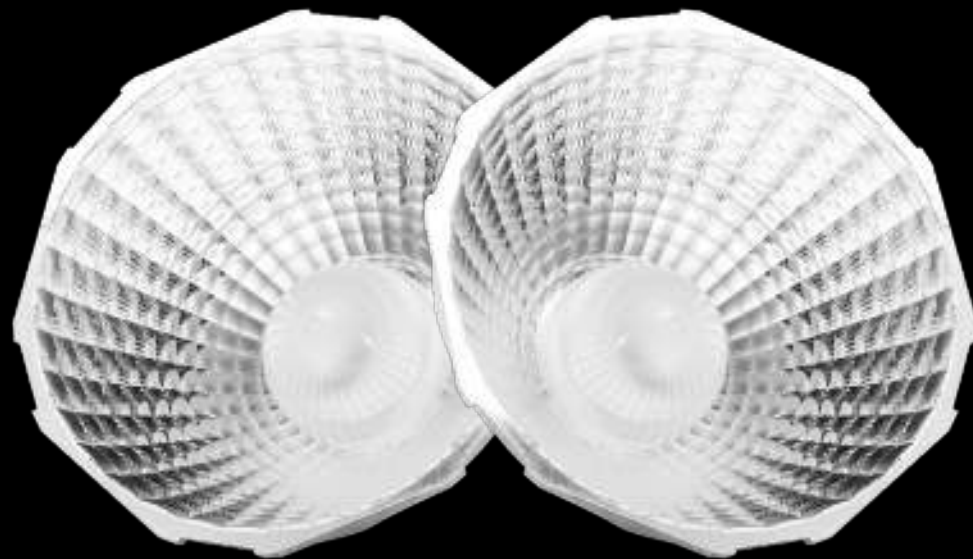


RDB - Longitudinal Glare Control

RDB - Longitudinal Glare Control

Conventional System

Conventional System



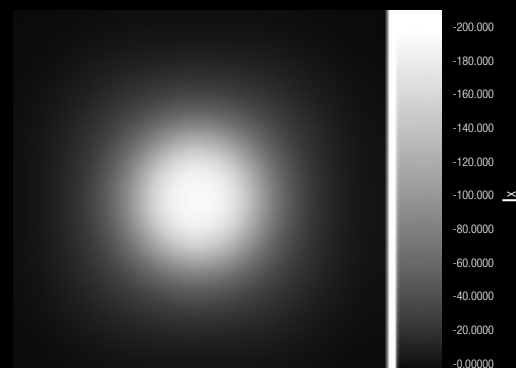
HYBRID - Perfect beam control

HYBRID is a specially designed optical system which combines the reflector with an additional lens which provides several advantages compared to the classical approach.

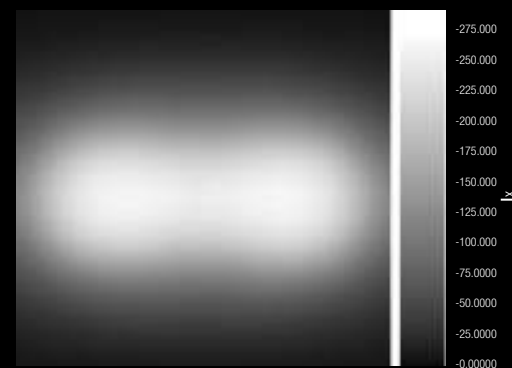
With HYBRID, you can have absolute control over light beam perfect glare control and high efficiency, all combined in one system.

Narrow or medium beam light distribution, increased efficiency by controlling all the light beam and minimized luminance in the cut-off area are just some of the superior features of the Heper's HYBRID system.

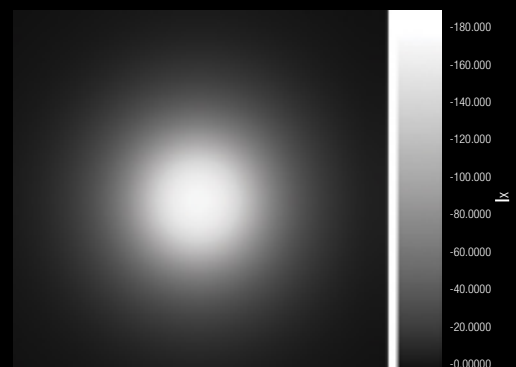
HYBRID products have optional radiation characteristic through the combination of different ancillary lenses. The system is applicable for accented lighting, secondary luminaires, facade illumination and ambient lighting.



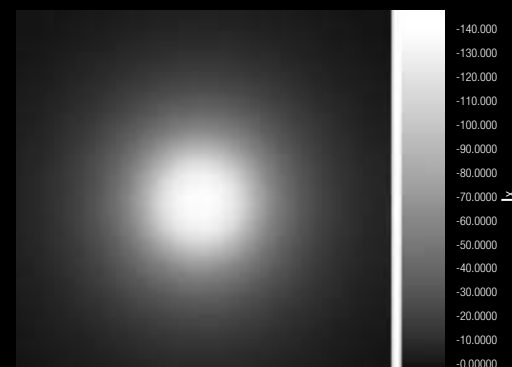
0% scattering



0% scattering with secondary coverglass



5% scattering



20% scattering



FLEXO - Perfect flexibility

We always use the latest technology in order to keep up with the new developments. With our FLEXO products, it's just a matter of an additional lens in order to change the beam angle or Color Temperature (CCT) of the luminaire.

In addition to that, to be able to give the end user a better experience with light, you can choose to use a Honeycomb accessory. No more glare.

PRODUCTS

With the assistance of our unique R&D department we are able to create ambiance, alter the environment and make places visually pleasing. By this way, the technology of Heper Group, and the products which incorporate this technology are improving lives and places around the world.

ELUMINOCITY L&C

D-LIGHT

KREIS

URBAN UNITS

TILA



heper⁺

Technical & Architectural Outdoor Products

MOONLIGHT⁺

Custom Design Architectural Outdoor Products

Alcopole⁺

Aluminum Poles



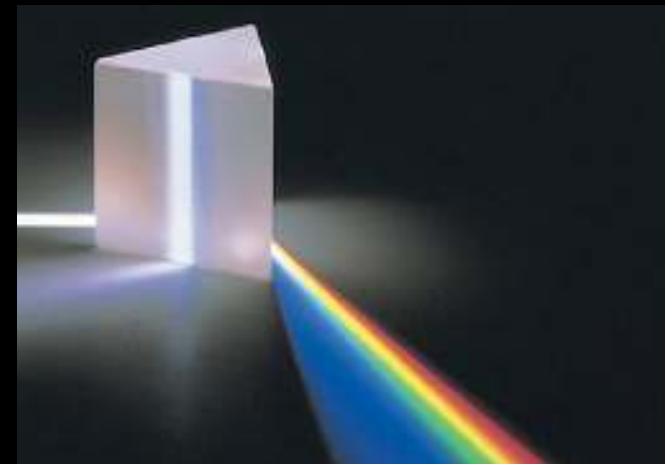
Innovative



Energy Efficient



Hi-Tech Optics



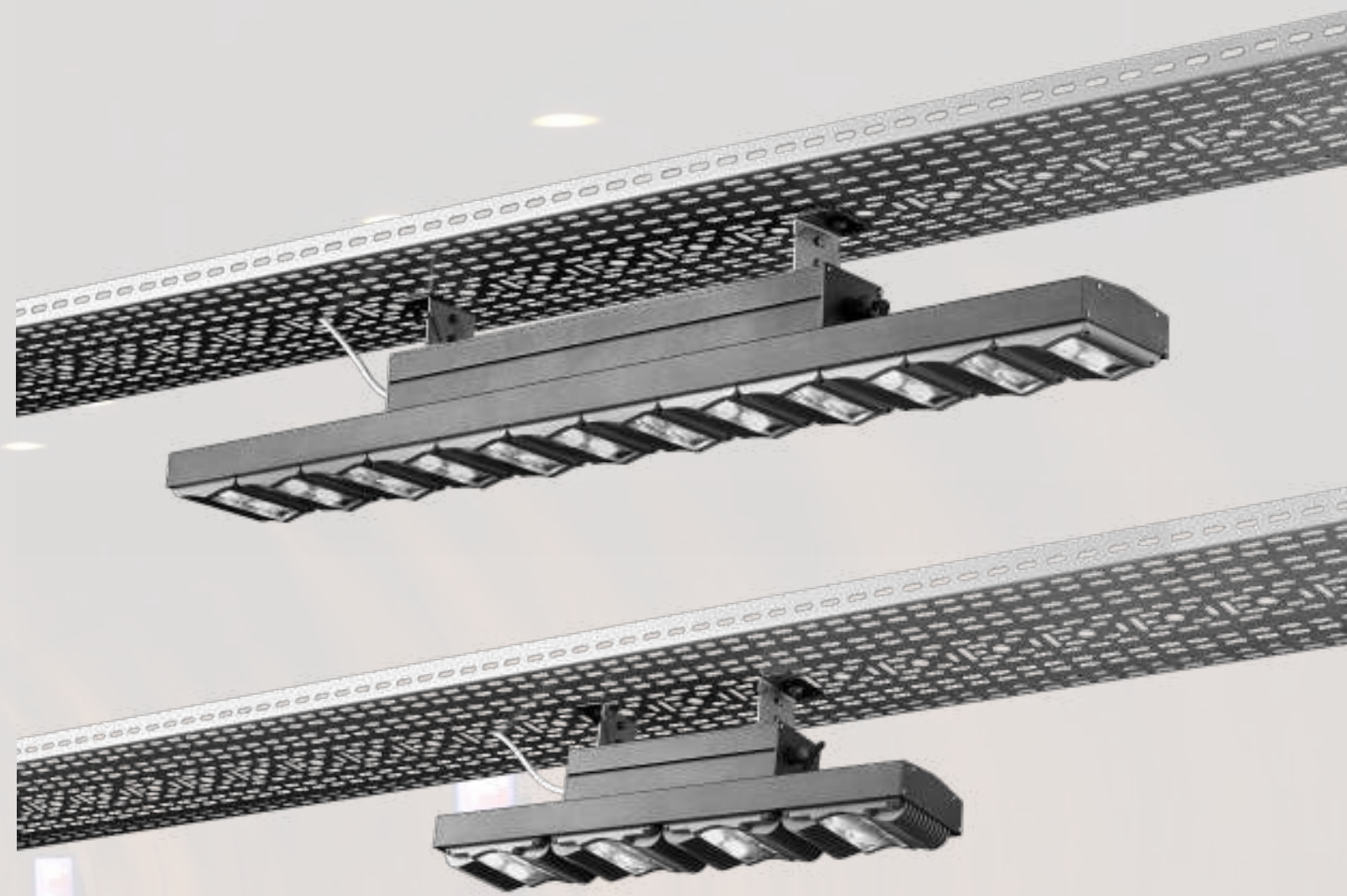
Engineering



Street

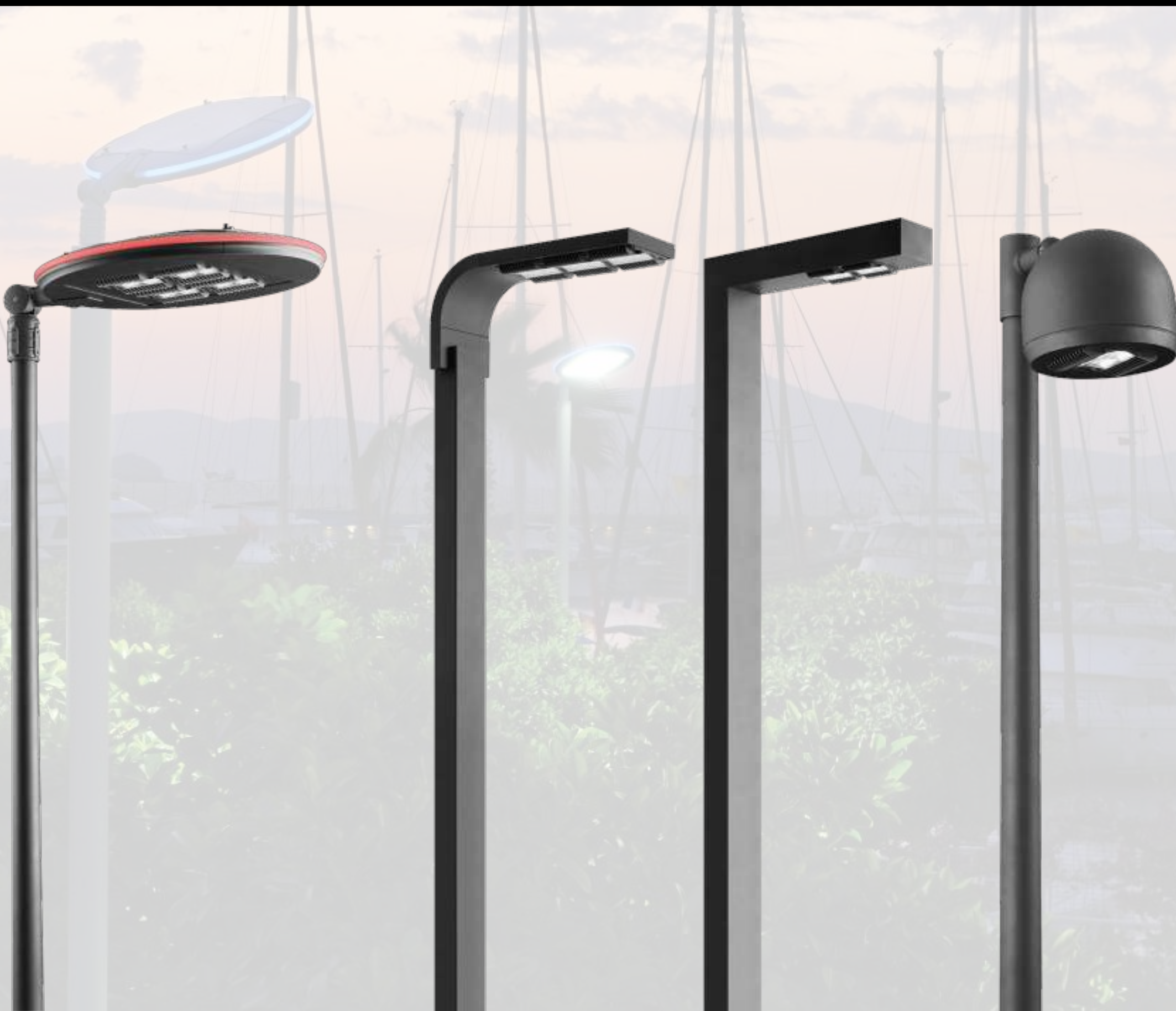


Tunnel



Industrial

Architectural Street



Architectural Landscape

Bollards



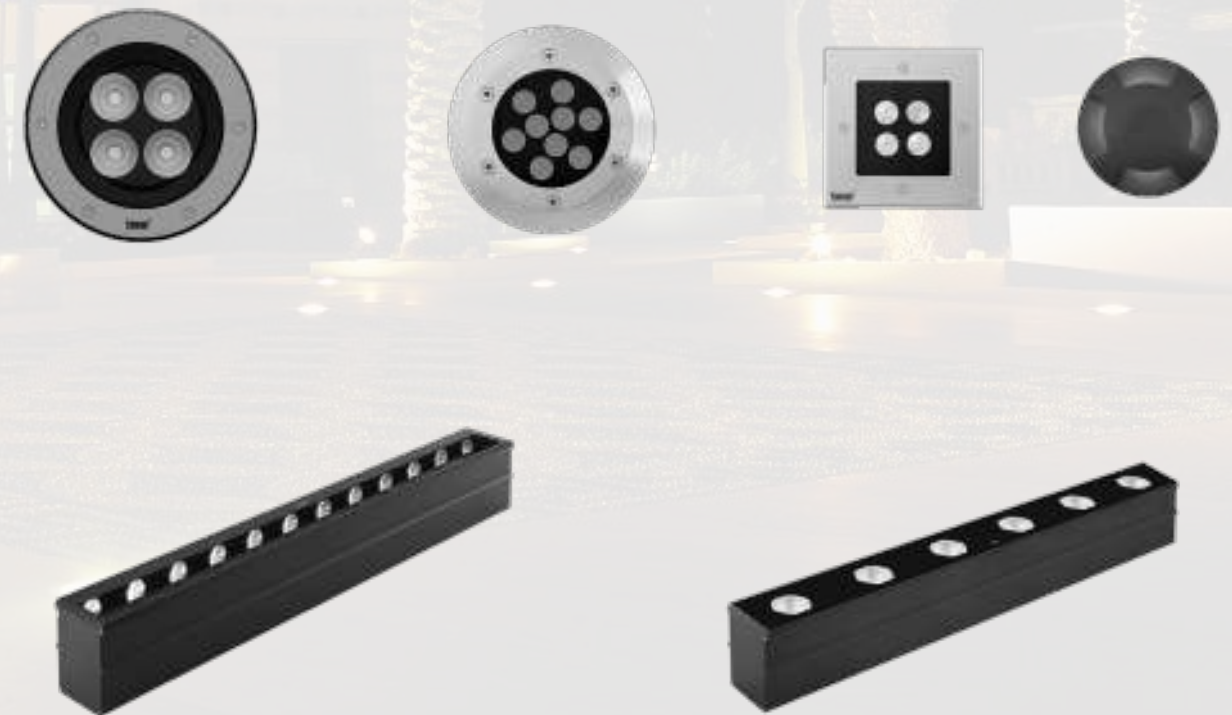
Wall

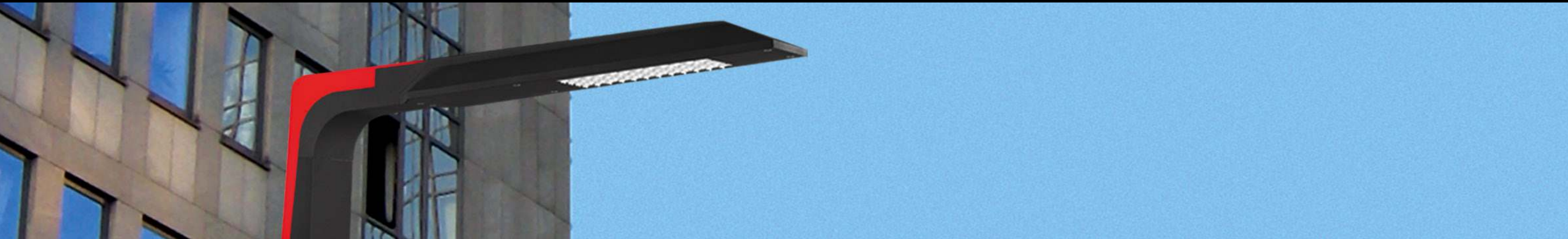


Floodlight



Recessed





MOONLIGHT⁺

Creative



Unique



Aesthetics



Custom Design





IZMIR OPTIMUM SHOPPING MALL - TURKEY



WROCLAW TRAIN STATION - POLAND



ST. GEORGE'S SQUARE - MALTA



Alcopole⁺

%100 Recyclable



Eco Friendly



Long Life



Light Weight

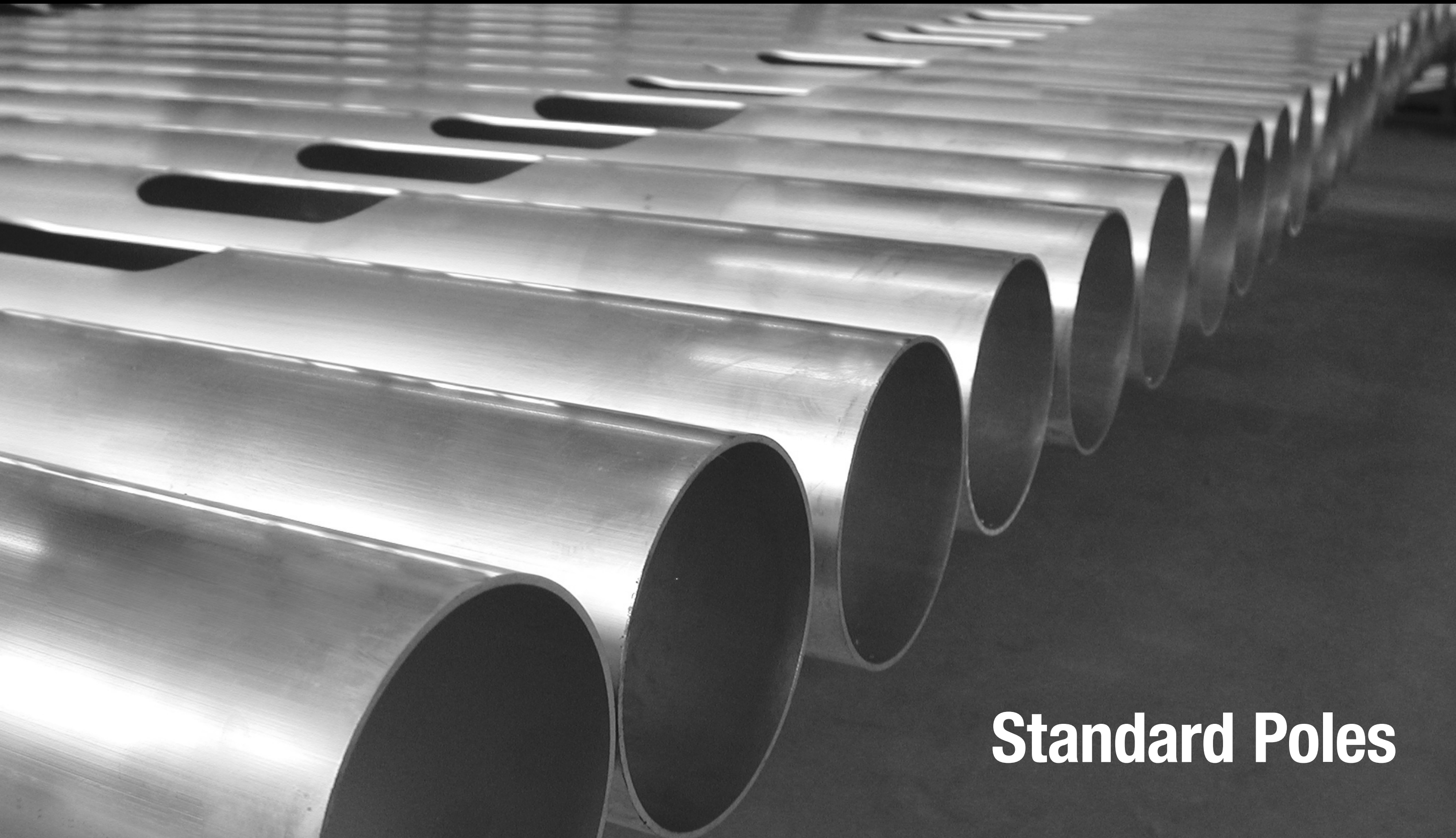




Conical Poles



Performance Poles



Standard Poles

References

We ask ourselves the question 'How should be the lighting of the modern era?' every day. Respect towards the individual, the society and nature are an inseparable part of our job. Accordingly, we implement the meticulousness in our design, manufacturing and management approaches in each and every one of our processes; because we are designing the future.

'LIGHT AND CHARGE' PROJECT

Having been a solution partner in the Light and Charge project developed by eluminocity and co-designed with BMW for electric cars, creating solutions for the world's future brings us one step closer to our goals. As Heper, we achieved the mission: to successfully co-design and manufacture the lighting products in the project. Light and Charge is a significant step for our future. Heper and eluminocity's engineers developed an extraordinary lighting fixture by working together. The new generation of electric cars will be able to be charged by charge sockets as these lighting fixtures are illuminating the streets.



STREETLIGHT PROJECT ARIGATO

LIGHT&CHARGE



parts



ground/wall/street



pole scenarios



welcome gesture
intelligent and animated character
iconic silhouette
functional package
modulare system
adaptive size
protection and trust
bmw precision

LIGHT&CHARGE



street view



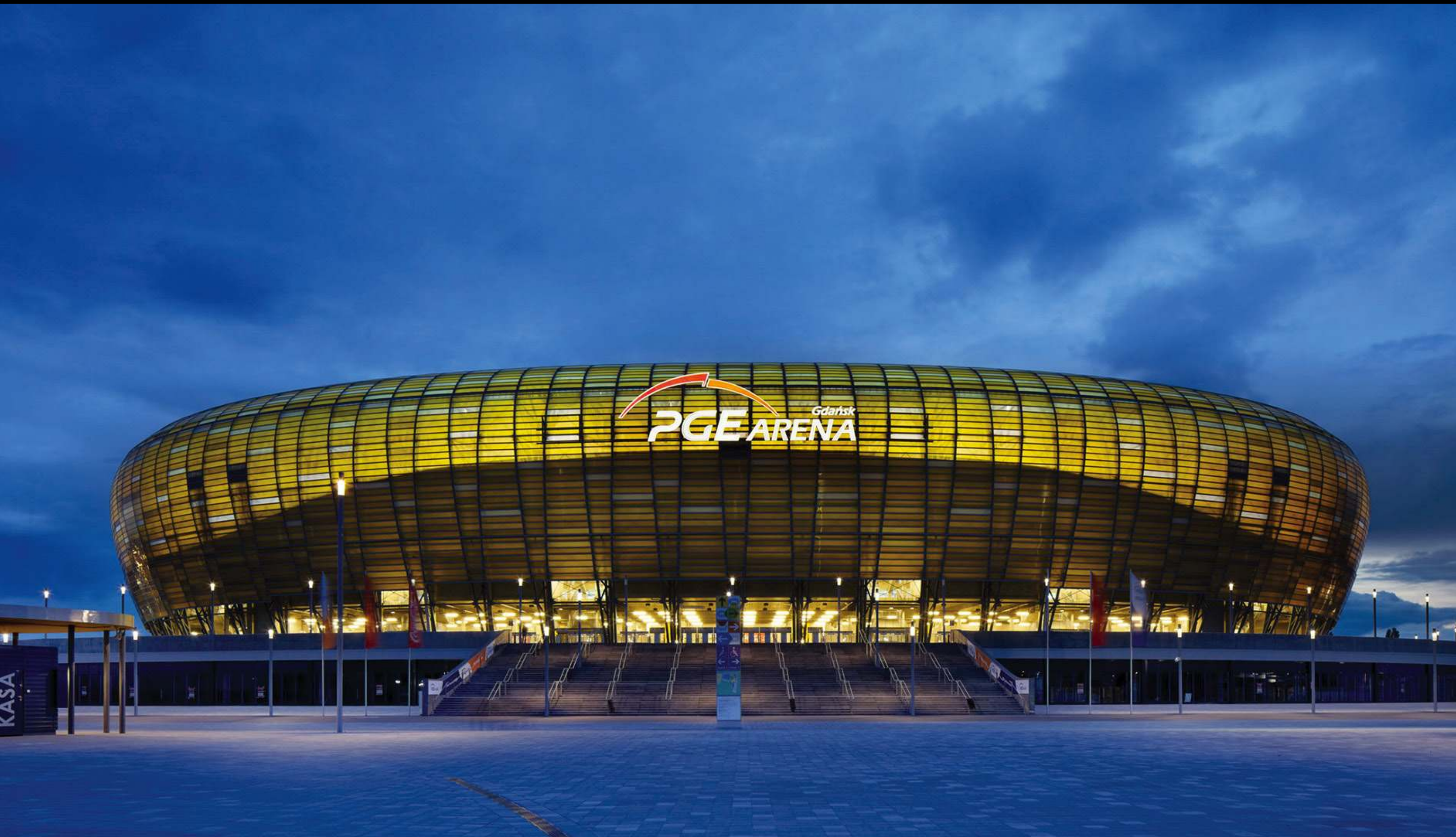




CORENDON HOTEL - THE NETHERLANDS



AL WAAB CITY ROAD - QATAR



BALTIC ARENA STADIUM - POLAND



PRINCESS NOURAH BINT ABDULRAHMAN UNIVERSITY - SAUDI ARABIA



DUBAI AIRPORT - UAE



MUSCAT INTERNATIONAL AIRPORT - SULTANATE OF OMAN



EKO ATLANTIC CITY - NIGERIA



OLYMPIC GAMES KHALIFA STADIUM - QATAR



OLYMPIC GAMES KHALIFA STADIUM - QATAR



FERRARI YAS ISLAND ABU DHABI - UAE



JUMEIRAH PALM ISLAND - UAE



KING ABDULAZIZ INTERNATIONAL AIRPORT - SAUDI ARABIA



ISTANBUL ZORLU CENTER - TURKEY



ISTANBUL SULTANAHMED SQUARE - TURKEY



HARAMAIN HIGH SPEED RAILWAY PROJECT - SAUDI ARABIA



ALAADDİN TEPESİ KONYA - TURKEY



AL HAMRA TOWER - KUWAIT



ADANA OPTIMUM SHOPPING MALL - TURKEY



LUSAIL CITY - QATAR



ISTANBUL HIGHWAY - TURKEY



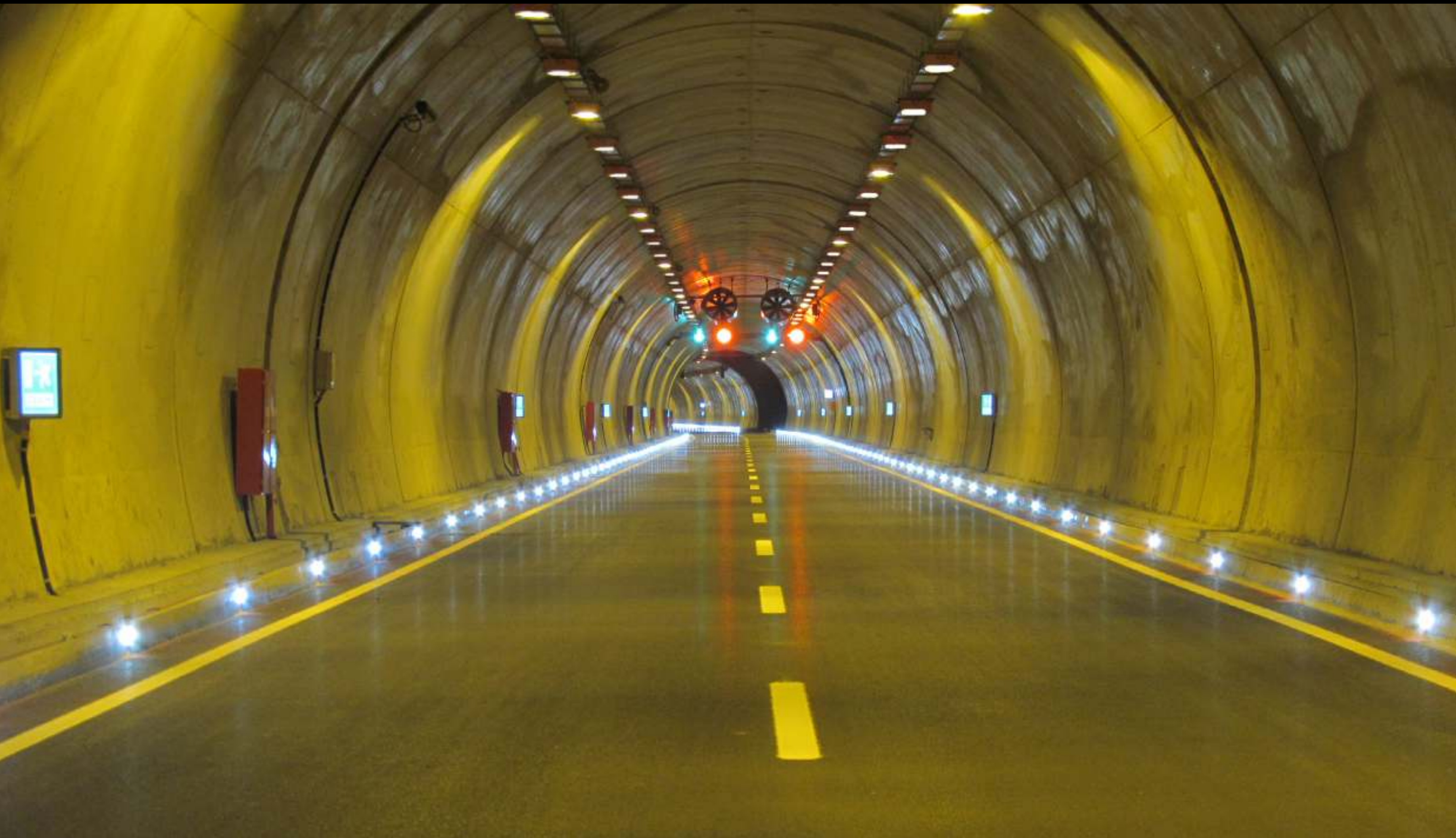
ANKARA CITY ROAD - TURKEY



ANKARA CITY ROAD - TURKEY



ORHANGAZI TUNNELS AND RING ROAD - BURSA / TURKEY



GORI TUNNEL - GEORGIA



ARTVIN HES TUNNELS - TURKEY



Enlighten the future.



HPR PAZARLAMA A.Ş.

Head Office

1. OSB Uyurlar Cad. No:1 Sincan 06935 Ankara / TÜRKİYE

T: + 90 312 267 54 30 (pbx) F: + 90 312 267 54 31

info@hepergroup.com



Heper is a Heper Group Brand.
www.hepergroup.com