



# ORIGI

## is the last luminaire you'll ever have to purchase

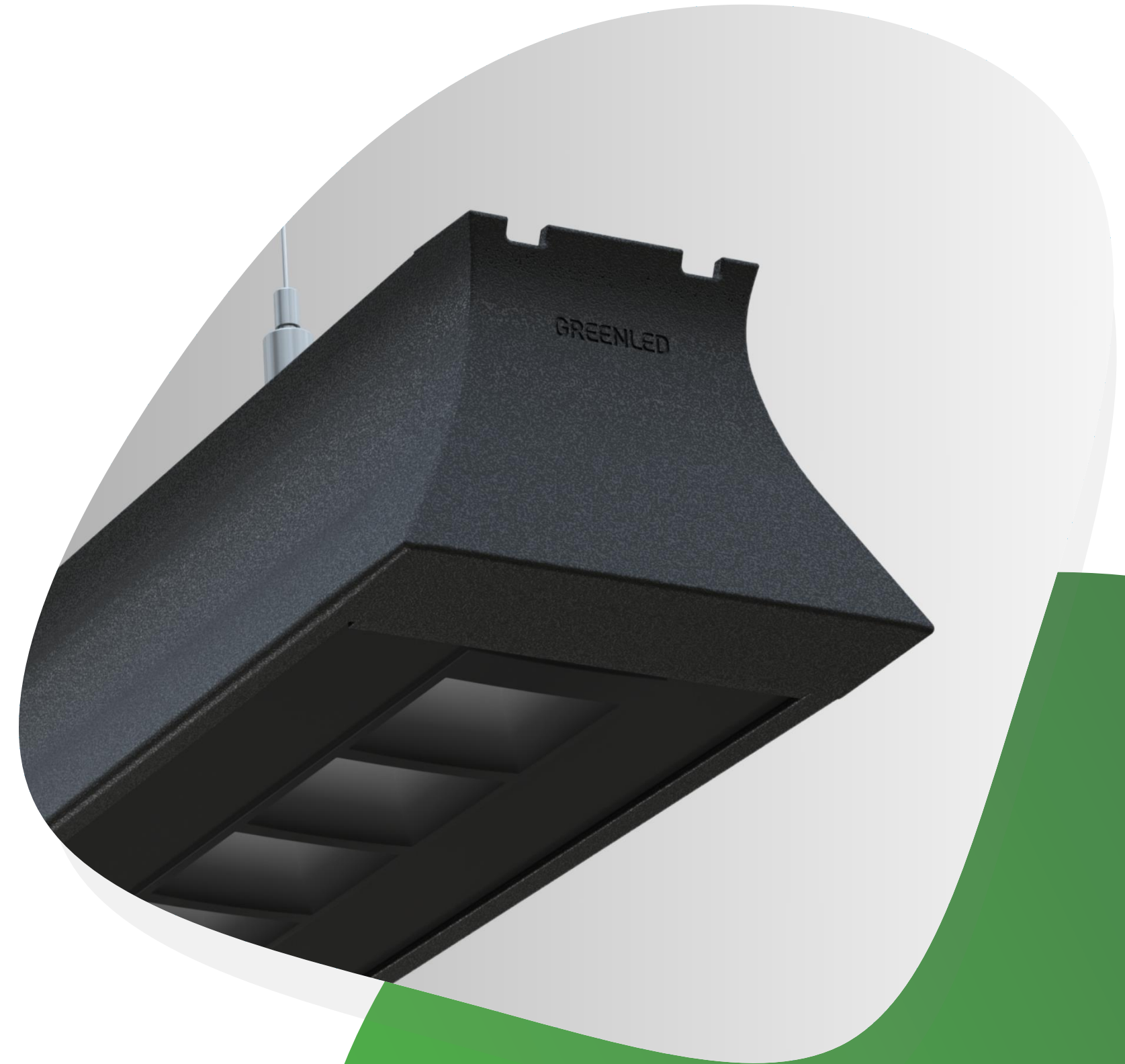
Origi is a design-protected Finnish innovation. The first professional luminaire designed to last forever - the last luminaire you will have to get.

The next level of sustainable lighting: A minimal carbon footprint, a infinite frame warranty and superior features make Origi a luminaire that you really have to justify why not to buy.

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PATENT PENDING -  
FINNISH INNOVATION

**GREENLED**



# TRENDS AND CHALLENGES: **WHAT IS CHANGING IN LIGHTING?**



Quality and repairability vs.  
Low-price and 'single-use culture' –  
What is responsible buying?



Lighting software becoming  
mandatory – introducing closed  
systems and compatibility issues.



The difficulty of buying and  
planning – how to identify the what  
is relevant?

The lighting industry has changed more than ever in the last 10 years.  
LEGISLATION WILL FURTHER ACCELERATE CHANGE.

ORIGI

# EXCEPTIONAL AND THEREFORE SUPERIOR

Origi is a new and unique way to approach the manufacture of LED luminaires. In a world where luminaires from different manufacturers are not compatible or serviceable, or even of as good quality as they could be, Origi meets all future requirements.

Origi is built to meet the needs of both A) companies and B) the planet - today and tomorrow. Its superior lifecycle, zero-waste philosophy and unique features are based on Finnish innovation and technology expertise, which has helped us create the new and original Northern Star in the luminaire market.

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## ETERNAL FRAME

Eternal frame made of recycled aluminum is suitable for almost all luminaire applications.



## ADAPTABILITY

With superior adaptability, the luminaire can be upgraded and repurposed to new applications simply and easily.



## STANDARD COMPONENTS

Standardized components and unique construction (patent pending) make Origi one of the most future-proof luminaires in the market.



## BUSINESS BENEFITS

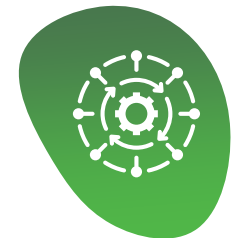
# MAXIMUM BENEFITS – FOR YOU AND THE PLANET



Minimal energy consumption  
Radically reduces real estate operating costs



Superior life cycle  
Brings carefree everyday life and saves money



Ease of purchase and maintenance  
Illuminate almost all spaces in the property  
with one luminaire model



Minimal carbon footprint  
Helps achieve company sustainability goals

EVERY ORIGIN IS A  
DECISION  
TOWARDS A  
BRIGHTER  
TOMORROW.



# ENERGY SAVING

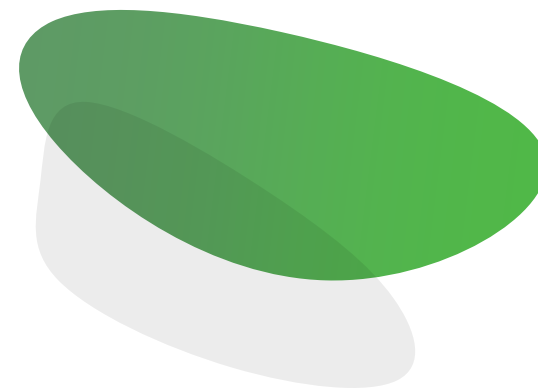
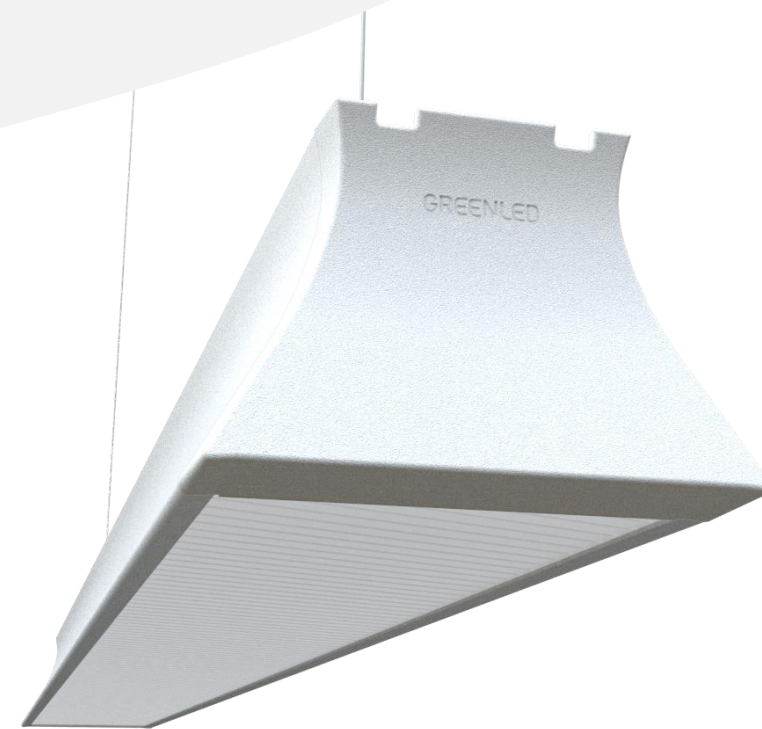
## W/m<sup>2</sup>

Minimal W/m<sup>2</sup> for every property

# MAXIMIZED ENERGY SAVINGS WITHOUT COMPROMISING APPEARANCE

Origi takes the energy efficiency of lighting to a new level. It helps to reduce the energy consumption of properties and at the same time increase the value of properties.

The structure of Origin has been polished close to perfection and there have been no compromises in the selection of components. The end result is pleasing to both the eyes and the budget.



## SUPERIORITY FACTORS

### Universal Nordic Design

The golden cut maximizes the optimally realization of light distribution while minimizing material consumption

### Optimal structure for minimal W/m<sup>2</sup>

Origi's optimal design allows for perfect placement of LEDs, maximizing light output and extending energy consumption.

### Future-proof control technologies

Origi solves the challenges of software compatibility and can be controlled both wired and wireless - now and in the future.

ENERGY SAVING

LIFE CYCLE

EASE

CARBON FOOTPRINT





NORDIC DESIGN

# TIMELESS DESIGN INSPIRED BY NATURE

Origi's design comes from the Nordic nature. The golden section, also present all around us in cones, mussels and the movements of birds flocking, for example, now also serves as the basis for future lighting.

The luminaire, which opens both down and up, maximises the optimal light distribution.

Scandinavian, simple, timeless and elegant.

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VIDEO



PATENT PENDING

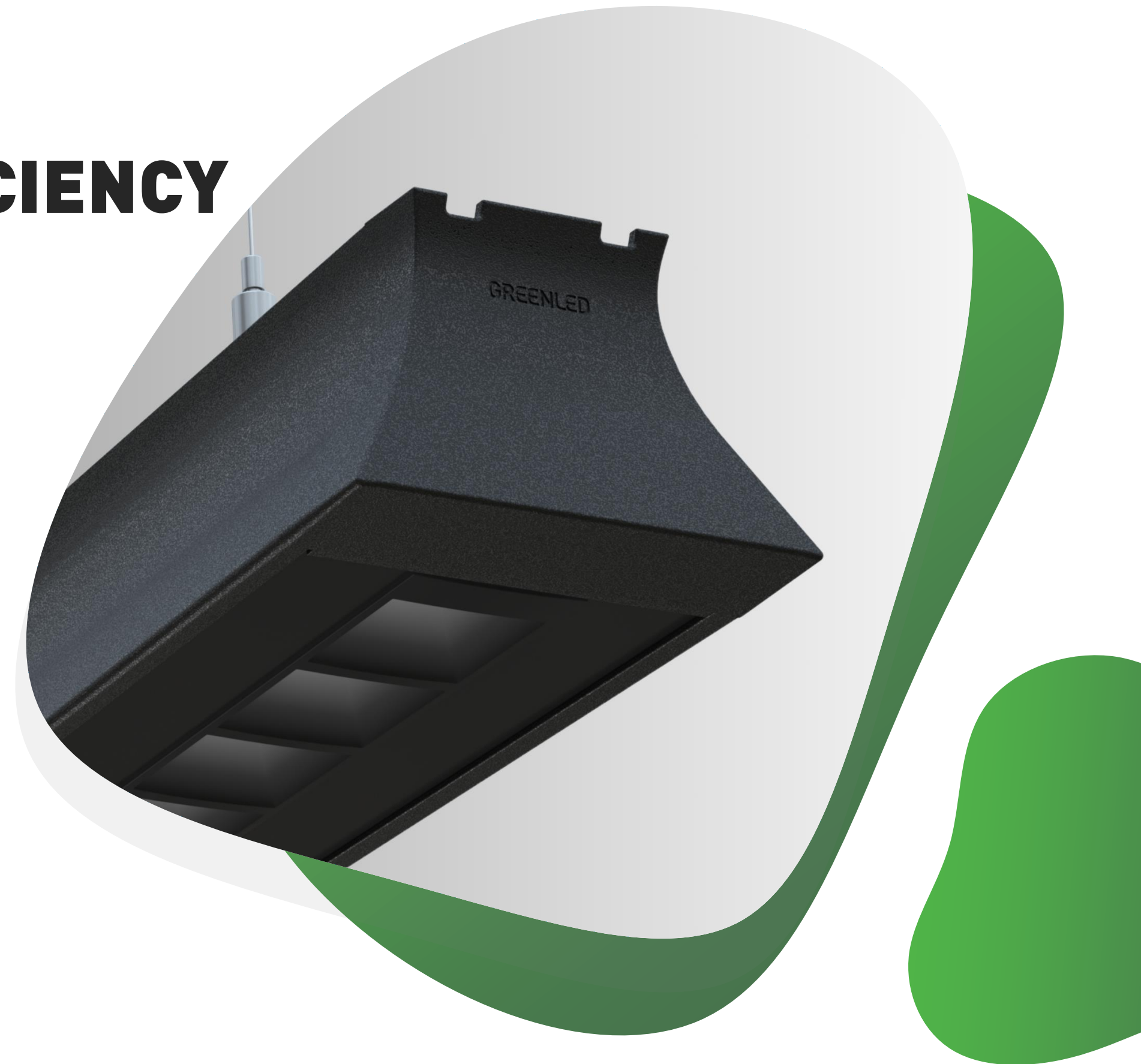
# **PERFECT SHAPE** **MAXIMIZES LUMINOUS EFFICIENCY**

Origin's design enables tremendous light output in virtually all applications.

LED cards can be placed really close to the optics, providing maximum luminous efficiency.

Thanks to the arch of golden section, the light spreads both up and down optimally.

Origi takes luminous efficiency to a whole new level, offering savings of up to 75% compared to standard energy calculation values.



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ACHIEVE MAXIMUM

# TOTAL ENERGY SAVINGS

CONTROL SYSTEMS

~ 30%

MOUNTING &  
OPTIMIZATION

~ 15%

PLANNING

~ 20%

LUMINAIRES

~ 45%



The importance of luminaire specifications in providing potential energy savings is decreasing.

THE ROLE OF SOFTWARE AND OPTIMIZATION IS INCREASING.



E-CALCULATION

## IMPROVE FACILITY SCORE SIGNIFICANTLY

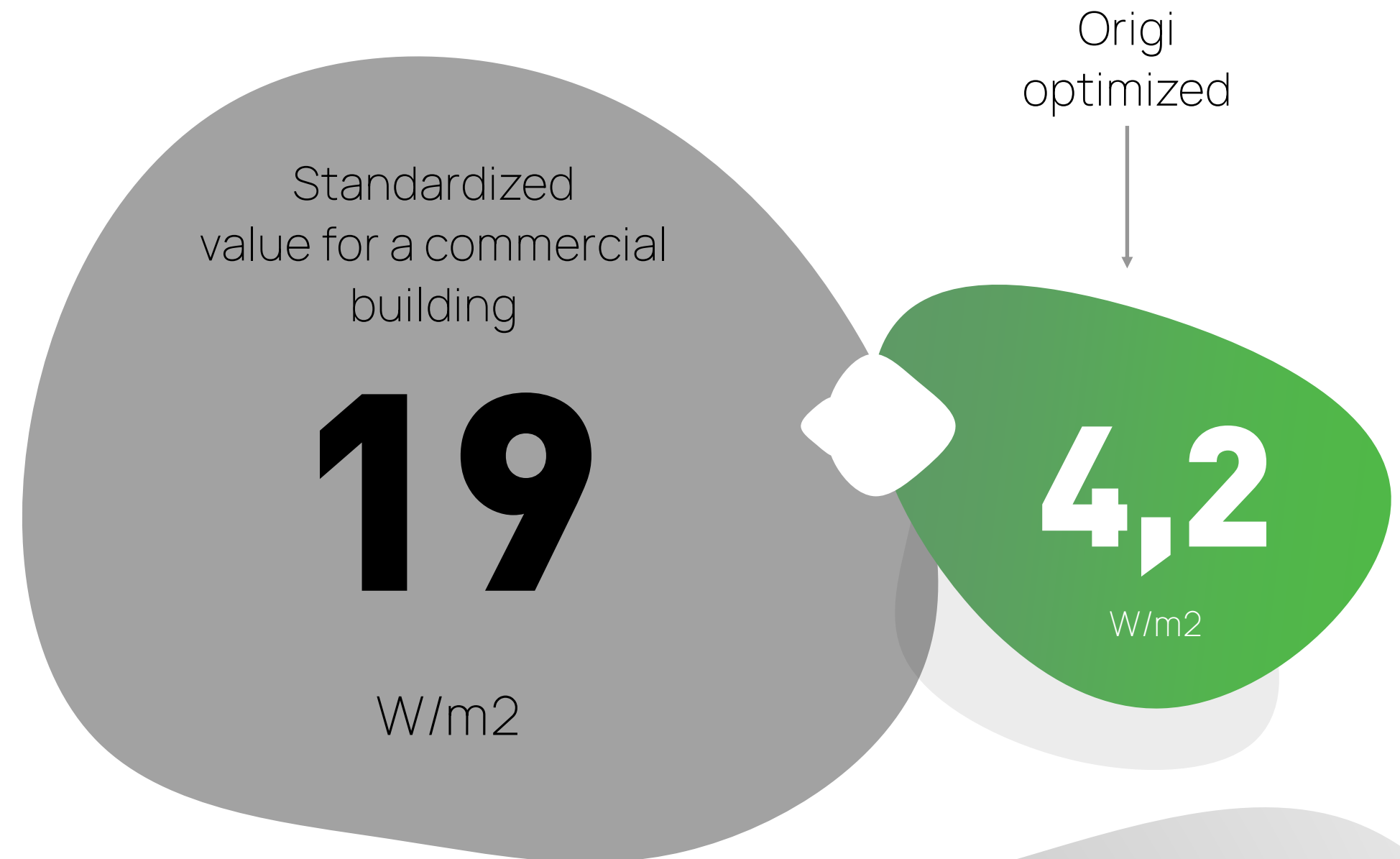
With the help of the lighting reform, it is possible to reduce one's own carbon footprint and improve the energy class of properties and buildings. Without separate e-calculations, the impact of lighting on the property's energy class will always be maximal in accordance with the instruction table even after the lighting reform.

In this example you can see the calculation of a standard commercial building.

W/m<sup>2</sup>

will be the most important indicator  
of illumination in the coming years

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L + P + V 0,90, 750lx with  
software  
28,6 CO<sub>2</sub> kg/m<sup>2</sup> 50 years  
vs. 134,90 CO<sub>2</sub> kg/m<sup>2</sup> standard

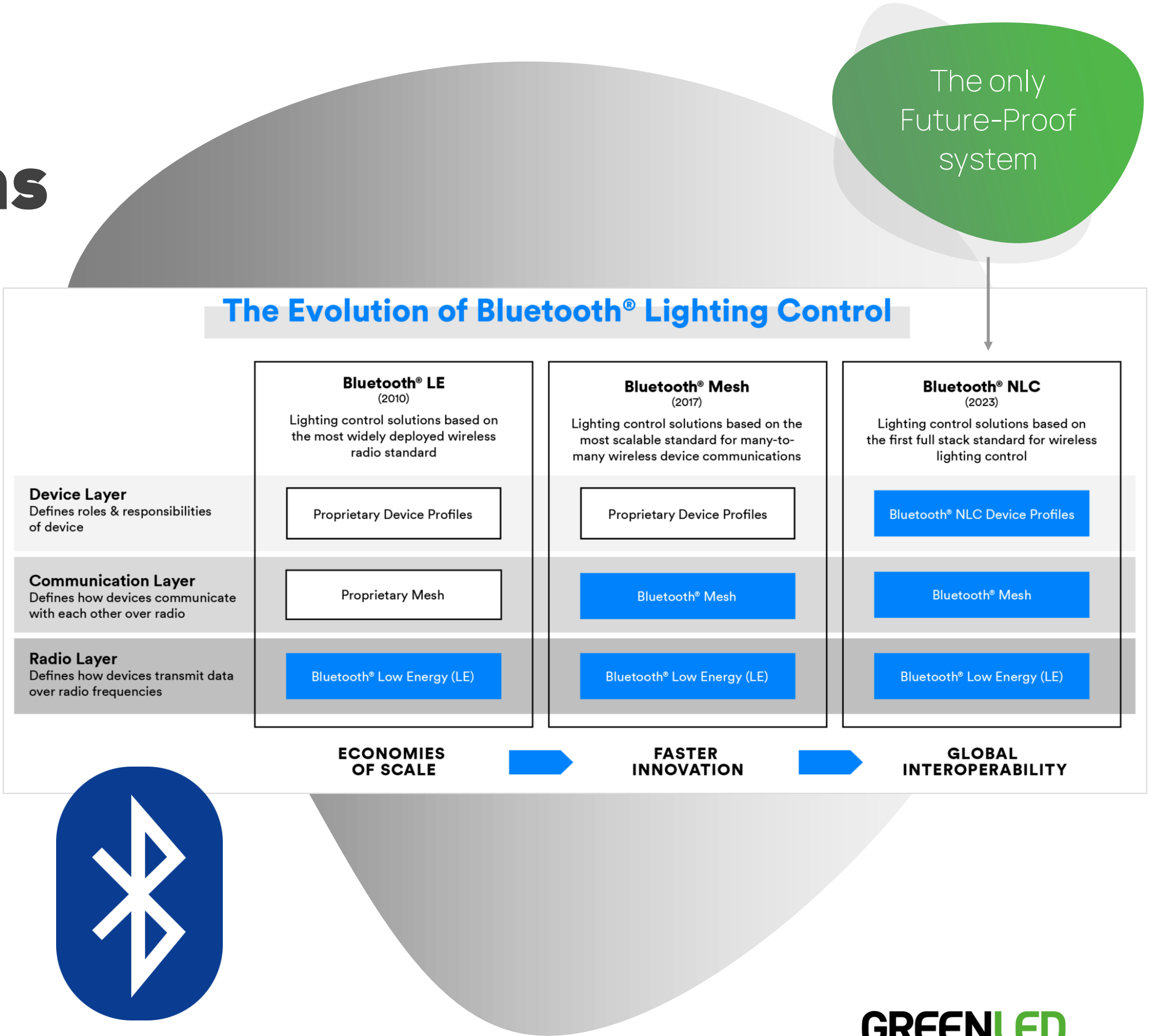
COMPATIBILITY WITH

# FUTURE-PROOF Lighting control systems

Wireless Bluetooth technologies will be the standard for lighting, especially in office spaces, but the challenge for closed systems is to ensure the functionality of the technology in the long run. Only a standardized and transparent NLC ensures that the control works and develops throughout the luminaire life cycle.

Origi is compatible with Bluetooth NLC and DALI/DALI2 control systems, now and in the future.

Schedule a meeting and let's discuss



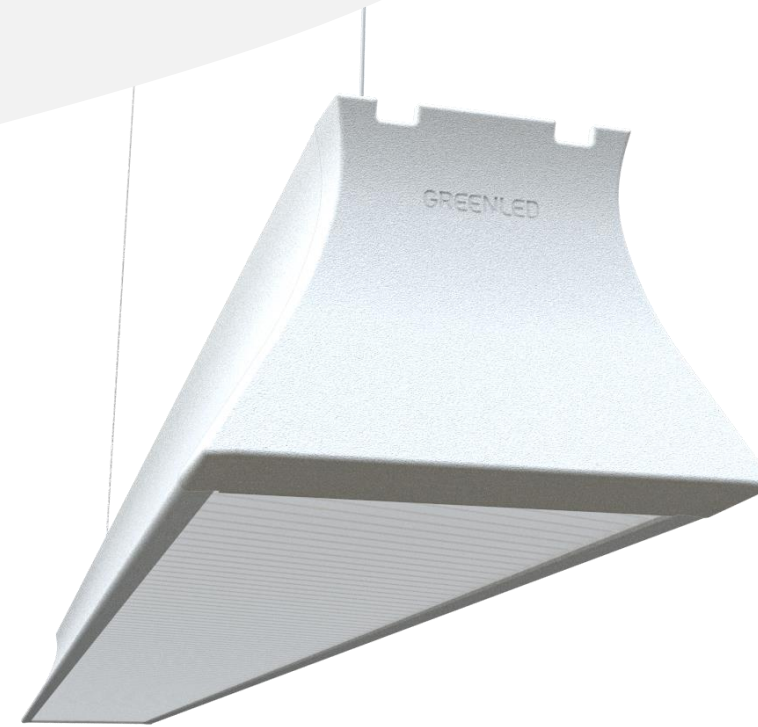
# LIFE CYCLE

Unforeseen features enabling a superior life cycle

# SUPERIOR LIFE CYCLE BASED ON ZERO-WASTE PHILOSOPHY

The maintainable, modular and standardized design makes the life cycle of Origin virtually eternal.

This makes it possible to minimize the lifecycle costs of the luminaire and saves a huge amount of money, time and energy, as expensive lighting renovations can be postponed far into the future.



## KEYS TO A LONG LIFE CYCLE

### ZERO-WASTE PHILOSOPHY

Origi is designed and manufactured to be the longest-lasting luminaire ever.

### SERVICEABILITY

All Origi parts are designed to be serviced. In this way, the life cycle of the luminaire can be extended enormously.

### ADAPTABILITY

Origi can easily be re-productized as usage needs change.

### ALUMINUM LED PCB

Higher quality aluminum PCB and aluminum frame reduce heat stress on LEDs

ENERGY SAVING

LIFE CYCLE

EASE

CARBON FOOTPRINT



## Fact

The number of professional luminaires manufactured per year is about 1.5 billion, which in mass corresponds to about 1000 Eiffel Towers:

**1.000\***

Sadly, more than half of this mass will end up in landfills in less than 10 years

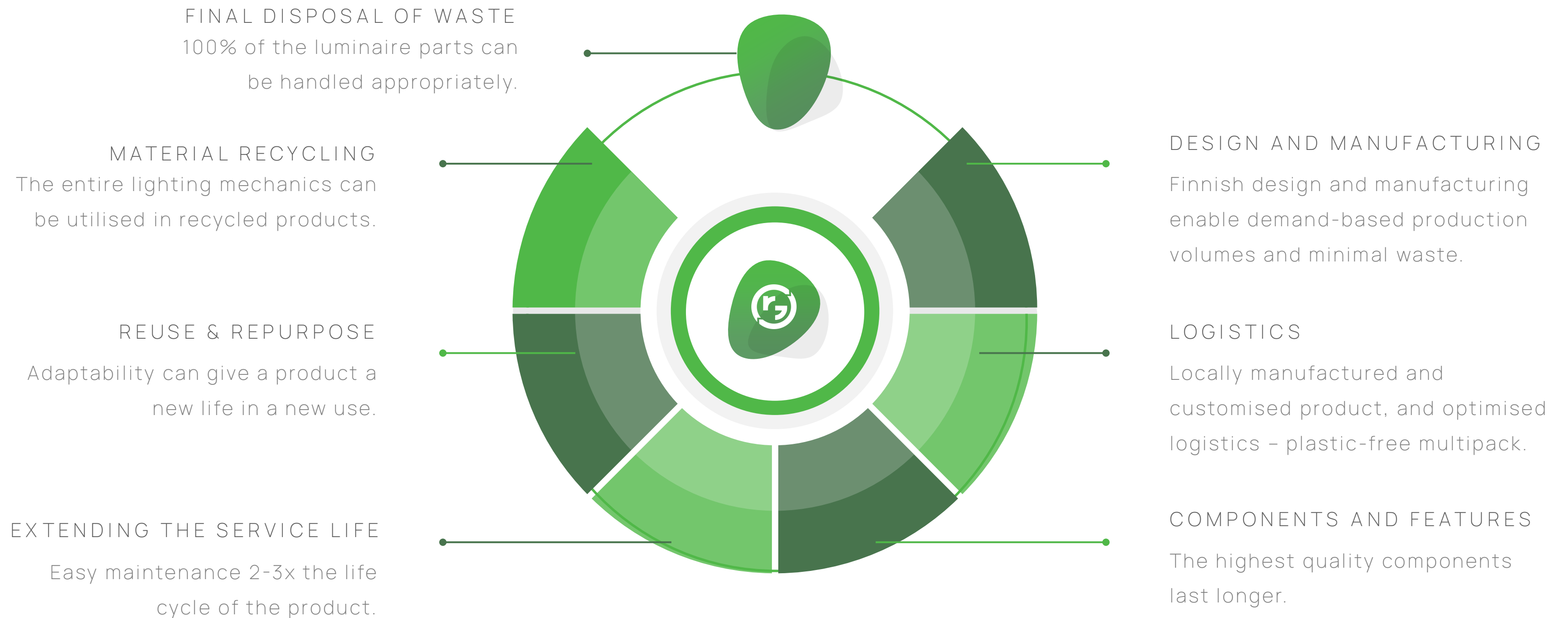


**> 50%**



ORIGI IS DESIGNED WITH A

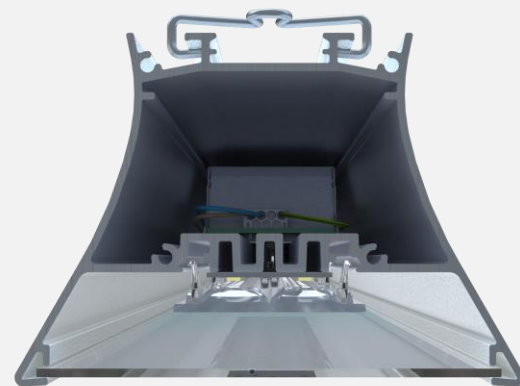
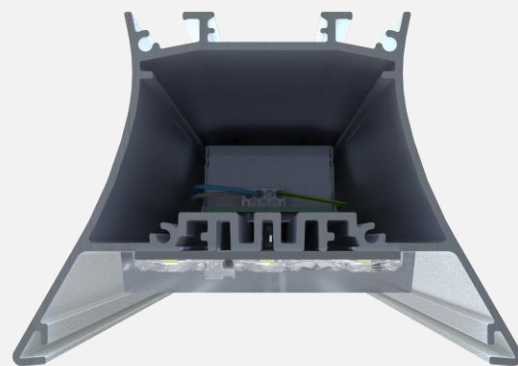
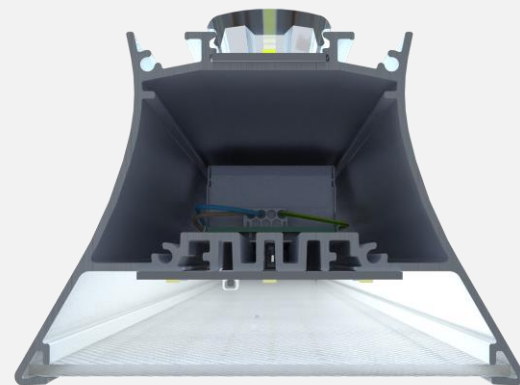
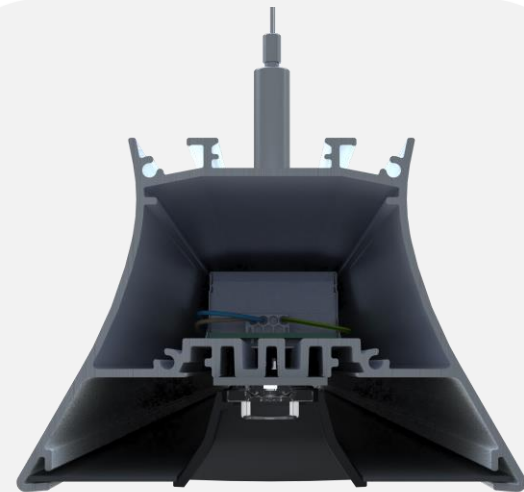
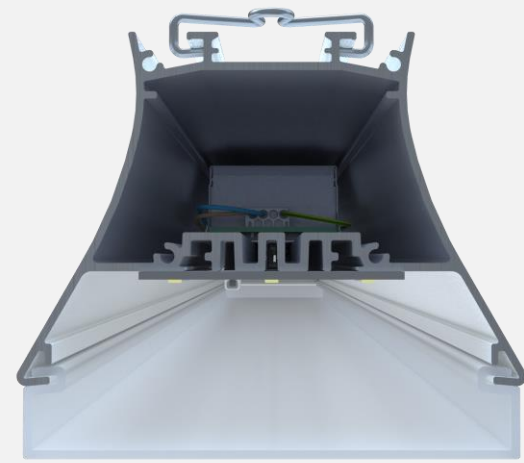
# ZERO-WASTE PHILOSOPHY



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STANDARDIZED MODULAR STRUCTURE

# SUPERIOR ADAPTABILITY AND REPAIRABILITY

The standardized design makes Origi a completely unique luminaire in the entire lighting market. While most luminaires are designed to be disposable, Origi's components have been selected so that the luminaire can be serviced and/or reproductized not only by Greenled, but also by any other lighting professional.

## COMPATIBILITY

Origi is compatible with Zhagabook, Lianna ja Daisy standards and parts.

## ADAPTABILITY

Origi can be reproductized for different environments e.g. Industry, Office, Trade, Logistics.

What can this mean for you?

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DESIGN & ALUMINUM PCB

# HIDDEN SECRET OF LONG LIFE CYCLE

The life cycle of LED cards is by far the most affected by the heat load of LEDs.

While in many luminaires the heat load is directed directly to the LEDs, the Origi design distributes heat evenly to the aluminum body. This reduces thermal stress and significantly extends the life cycle of LEDs.

An aluminum PCB is also significantly more durable than a fiberglass card widely used in the industry.

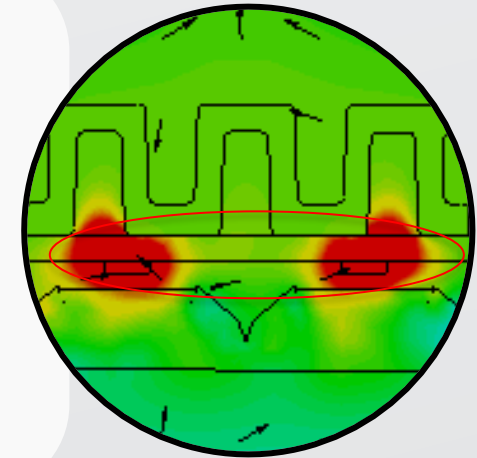
There are simply no compromises in the selection and placement of Origin components.

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CEM-PAPER MASS  
(CHINA)

All heat is directed directly to the LEDs, shortening their life cycle. (low-quality)



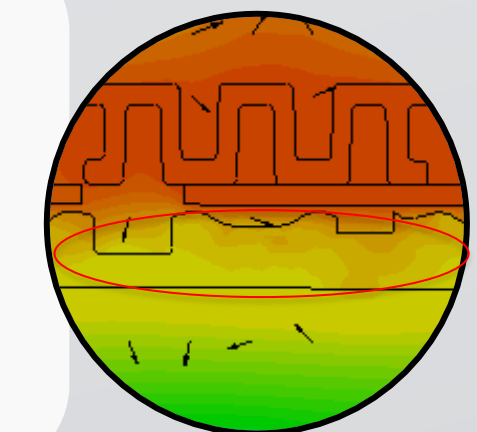
FR4 FIBREGLASS  
(EUROPE)

Lower heat dissipation protects LEDs, extending their life cycle (standard)



ALUMINIUM  
(ORIGI)

Heat is distributed evenly, creating a minimal load on the LEDs. (superior)

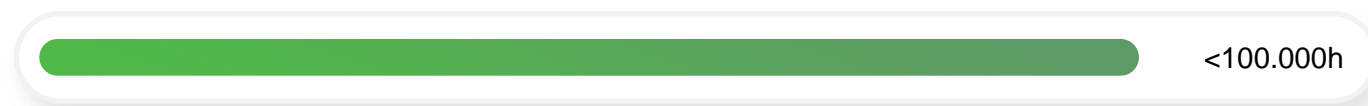


## WITH CONTROL AND SERVICEABILITY

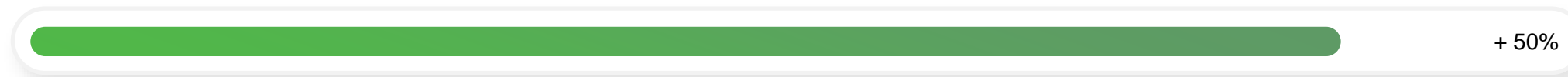
# NEAR-ETERNAL LIFE CYCLE

Optimization and control can have a significant impact on lighting energy savings, but even more so on the life cycle of a luminaire.

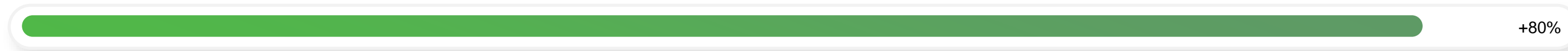
Origi's serviceability allows the luminaire to have an almost eternal life cycle.



Typical luminaire



Equipped with software



Controlled and optimized



Serviceable Origi optimized for the application

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GLOBAL IMPACT

# A STEP TOWARDS ZERO-WASTE LIGHTING

## Shocking Fact

Mount Everest at 8,849m is the highest mountain in the world.

If all the luminaire thrown into landfill in the world in one year were put in one pile, the pile would be higher than Mt. Everest.



# EASE OF PURCHASE AND MAINTENANCE

One model – all applications – scalable benefits

ONE MODEL

# ENDLESS APPLICATIONS



Origi streamlines the LED lighting procurement process to a new level and benefits all parties.

Planning and buying lighting is simpler.  
The manufacture and customization of luminaires is more efficient.  
Service and maintenance is more affordable.

The end result is many times more elegant.



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WAREHOUSE

INDUSTRY

SPORTS FACILITIES

LOBBY LIGHTING

LOADING DOCK

CONFERENCE ROOM

OFFICE LIGHTING

FOOD INDUSTRY

LOGISTICS

One single model – Almost all applications

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# INDUSTRY & LOGISTICS

Shelf lighting



General lighting





OFFICE

Conference room



Workstations



Lobby lighting



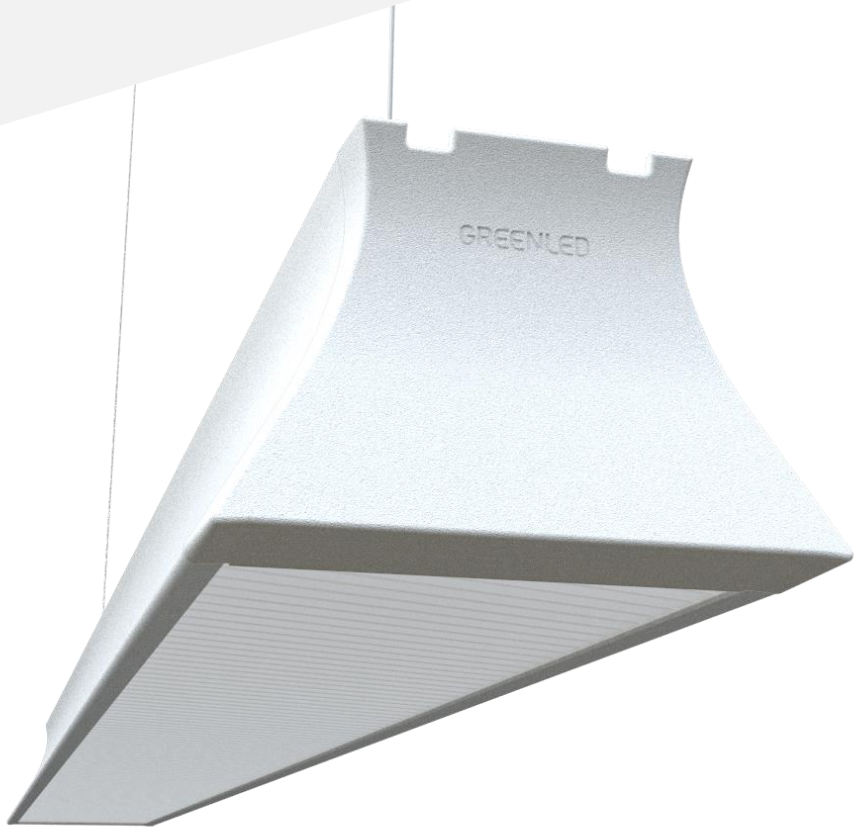


# CARBON FOOTPRINT

## CO2

Recycled aluminum – the next level of carbon footprint

# MINIMAL CARBON FOOTPRINT FROM NOW TO ETERNITY



The significance of the carbon footprint is increasing in importance as companies are aiming for their sustainability goals.



Minimized carbon footprint during manufacturing  
Nordic recycled aluminum and material efficiency are on a new level at Origi. Each luminaire made of recycled aluminum saves a huge amount of the environment.



Local Finnish manufacturing  
A locally manufactured luminaire ensures a small carbon footprint during manufacture, but at the same time the availability of spare parts, maintenance and new products.



Circular economy ecosystem  
Origi can be reused in many ways. We ensure that every luminaire and component reaches its maximum life cycle, even in new old products.





That's a stat!

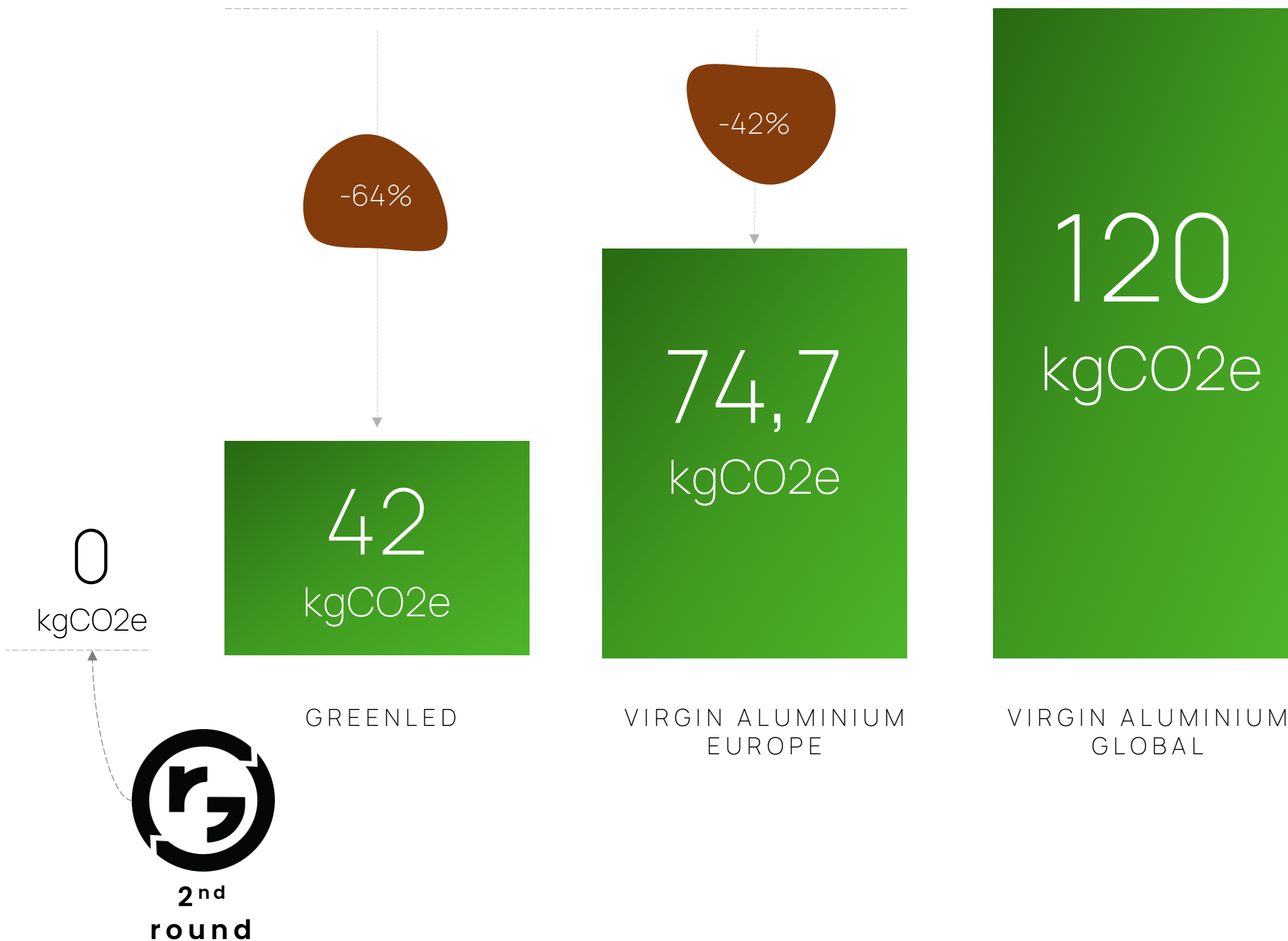
If all the world's luminaires are made of virgin metals, 400 square kilometres of nature will have to be destroyed every year to make way for mining.

That means every tree bush and lake you see when driving from Turku or Tampere to Helsinki, or from Stockholm to Örebro.



FINNISH RECYCLED ALUMINIUM

# IMPACT IN NUMBERS



## THE RESPONSIBLE CHOICE

Each luminaire made of recycled aluminum saves a huge amount of the environment and makes it possible to minimize the carbon footprint of the luminaire during manufacture.

In addition, the material is practically eternal and is ideally suited as a body for LED luminaires also due to its thermal conductivity. A recycled aluminum frame never ends up in landfill.

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100%

# NORDIC INNOVATION PRODUCTION AND ECOSYSTEM

A locally manufactured luminaire ensures a small carbon footprint during manufacture, but also spare parts, maintenance and availability, for both new and old sites.

## UPCOMING KEY FLAG PRODUCT

Origi is an upcoming Key Flag product\*. It is designed and manufactured in Oulu, Finland. Its net positive social impact is significant.



## PATENT PENDING

The purpose of design protection and the patent applied for is to ensure that our customers are able to identify the authentic and original Origin manufactured in Finland.

## CIRCULAR ECOSYSTEM

A circular economy ecosystem is built around the collection and philosophy, which allows us to ensure the sustainability of our customers' lighting on a new level.

\* March 2025

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# **SUPERIOR GUARANTEES**



ORIGI IS

# BEST-IN-CLASS. GUARANTEED.



## EVERLASTING **FRAME**

Everlasting frame, when used under the appropriate conditions specified on the product card, is connected to the appropriate electrical network (voltage, current and frequency).



## EXCEPTIONALLY LONG **PRODUCT GUARANTEE**

Origi lasts longer than any other comparable luminaire and can be purchased with an 8-year warranty.



## UNRESTRICTED SPARE PARTS AVAILABILITY FOR DECADES

You will receive standardized Zhagabook spare parts either from us or from other component suppliers.



## UNIQUE **REFUND GUARANTEE**

If you decide to give up on your Origi, you will receive a -2% refund for your next Greenled luminaire. Your Origi will be reused with zero-waste principles.



## RESPONSIBILITY **GUARANTEE**

You can rest assured about the origins of the luminaires you buy and the responsibility of the manufacturing process.

DIFFICULT TO  
JUSTIFY  
WHY NOT TO BUY.



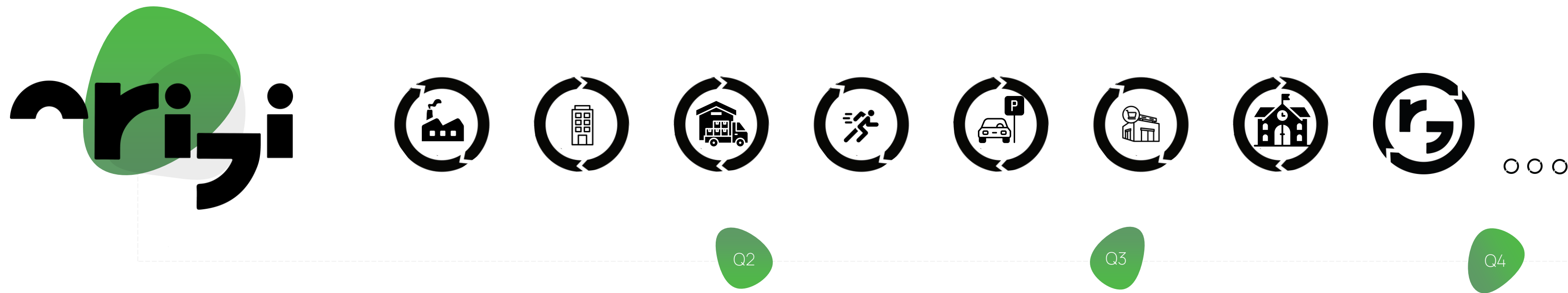
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PRODUCTION ROADMAP

FIRST MODELS AVAILABLE NOW

Origin's first models are now available for Industrial and Logistics and Offices.

More models will be introduced this year, for example, in the office, food industry, outdoor areas of properties and sports facilities.



See more from our new website.

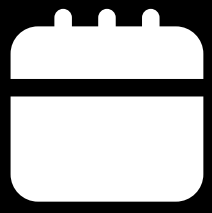




# Next Steps



Contact



Book an online meeting



Ask a question