



Celebrating 25 Years of LED Manufacturing and Innovation: naturaLED® Marks a Major Milestone

At naturaLED® we're proud to celebrate our 25th Anniversary, marking a quarter century of innovation, growth, and leadership in the lighting industry.

Since our founding, naturaLED® has remained committed to delivering high-quality, energy-efficient lighting solutions that help businesses and communities reduce energy consumption while improving performance and design. Over the past 25 years, we have evolved from a forward-thinking manufacturer at the inception of the LED revolution into a trusted industry leader with a comprehensive portfolio of LED lighting solutions.

What sets naturaLED® apart is not only our longevity, but our vision. From the earliest days of the commercial LED lighting market, the company recognized the transformative potential of LED technology and made strategic investments well before it became the industry standard. That foresight has positioned naturaLED® at the forefront of a major shift in lighting—one that continues to shape how spaces are illuminated today.

"Reaching 25 years is a proud moment for all of us," according to Koji Sasaki, President of naturaLED®. "From the early days of LED adoption, we believed in the technology and invested in its future. That vision, combined with the dedication of our team and the trust of our customers, has brought us to where we are today. As we look ahead, we remain committed to continuing to lead in a dynamic and evolving industry."

For a quarter century, naturaLED® has invited customers and partners to *Discover the Difference*—and that promise is more than a slogan. It represents the measurable value customers experience every day: higher performance, consistent quality, and solutions designed with real-world applications in mind. It's the difference between simply meeting expectations and exceeding them.

Discover the Difference also reflects the way we approach relationships. From responsive customer support to dependable product availability and ongoing innovation, naturaLED® is committed to being more than a supplier—we strive to be a trusted partner.

Internally, *Discover the Difference* is a mindset that drives continuous improvement and pride in the work being done at every level of our organization. It's what fuels innovation, strengthens collaboration, and ensures that naturaLED® continues to evolve alongside the needs of our diverse customers.

As naturaLED® celebrates this milestone, the "Discover the Difference" philosophy remains central to our future.

Looking ahead, naturaLED® is focused on the next generation of lighting, including smart technologies, advanced controls, and continued product innovation based on customer's needs. With a strong foundation and a clear vision, our next chapter promises even greater impact.

Thank you for being part of our naturaLED® story. Your trust, support and commitment are what make milestones like this possible.

Here's to the next 25 years—and continuing to *Discover the Difference*.



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