



Press Release dated October, 2012

dreipuls, four rings, countless light variations - available now

It was developed, tested by experts and is now ready to brighten up the daily routine of everyone appreciating timeless design and premium quality. In October 2012, dreipuls released its luminaire RIMA to the market. The Red Dot Design Award winning desk luminaire is considered innovative due to its brand new control system. RIMA grants full freedom in terms of configuring a work desk using light. The product will be for sale in Germany via carefully selected resellers and dreipuls.

A must-have for everyone wanting to stage something using light and whoever wants it, should better hurry up. The young designer label dreipuls has already had an exclusive first series of 250 luminaires manufactured in high quality craftsmanship Made in Germany.

The desk luminaire RIMA not only provides high quality, warm-white light for your working environment, but also turns light into a sensual medium making it perceptible in a new dimension. Designer and out-of-the-box thinker Matthias Pinkert created the luminaire based on an intuitive and self-made concept: The desired amount of light may be induced just like a curtain directly at the light bar. RIMA has four annular-shaped, seemingly floating operating elements that can be moved along the light bar. The user may use these elements to intuitively draw, move or close one or even two lit areas at free will and just as required.

The choice of material, finish of the product, and design language reflect the company's high quality claim when it comes to a product Made in Germany.

The luminaire RIMA is the first product to carry the dreipuls name. It is available in aluminum white or powder-coated black, equipped with state-of-the-art LED technology and is well suited for individually illuminating working environments and sideboards as well as being an impressive design element.

Specifications RIMA

Power Consumption: 13 Watts

Voltage: 230 V

Illuminants: 56 LEDs

Light Color: warm-white

Material: aluminum white / powder-coated black

Dimensions: 1060 x 364 x 151 mm

Limited Edition of 250 units