



New products at Light + Building 2022

The company exhibits at the fair Light + Building in Frankfurt between 2-6 of October 2022 and displays several new products for a broader expansion in Europe. Above all, new dimmer products are shown that work with most of the different third-party frames and switch series in the countries where the company operates. In addition, a device for controlling roller shutters is also being exhibited, JAL-01, and the wireless puck WIN-01, which enables wireless control from nearly all types of light switches on the market.

CEO Babak Esfahani comments

We are showing a range of exciting products at Light + Building, and we are convinced that these will strengthen our European offer. The success in Norway serves as a good example of how a market can develop from an initially lower growth pace to very rapid growth when the product's design has been adjusted to fit the local market's requirements better. Several countries are currently in this initial position on the market, for example, Finland, the Netherlands, and Iceland. We will continue the expansion by opening up for deliveries to more countries in the coming years, such as Germany, Spain, Switzerland, and Poland. With the infrastructure in place in these countries as a broad base, we will continue to deliver product adaptations for local market needs with the ambition to see them follow a similar growth pattern that we have seen in Norway.

For further information

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About the company

Plejd is a leading Nordic supplier of smart lighting controls. By focusing on the user experience, smart lighting controls are made easy and available to everyone.