



Fiberli Express

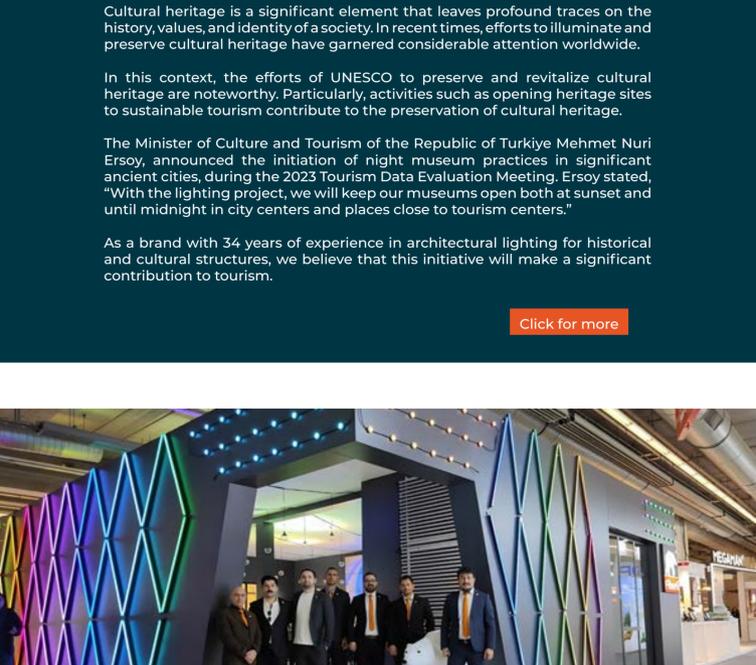
ISSUE 1
APRIL 2024

Dear colleagues,

We have decided to prepare an e-newsletter to keep you informed about important developments in the lighting industry and within the Fiberli family. We've named this newsletter Fiberli Express, which we will share with you at the end of each quarter. In our first issue, we have summarized the first quarter of the year 2024.

As we work towards a brighter world, we hope you join us in this journey. Enjoy the read...

IN THE LIGHT OF THE PAST: ILLUMINATING CULTURAL HERITAGE



Cultural heritage is a significant element that leaves profound traces on the history, values, and identity of a society. In recent times, efforts to illuminate and preserve cultural heritage have garnered considerable attention worldwide.

In this context, the efforts of UNESCO to preserve and revitalize cultural heritage are noteworthy. Particularly, activities such as opening heritage sites to sustainable tourism contribute to the preservation of cultural heritage.

The Minister of Culture and Tourism of the Republic of Türkiye Mehmet Nuri Ersoy, announced the initiation of night museum practices in significant ancient cities, during the 2023 Tourism Data Evaluation Meeting. Ersoy stated, "With the lighting project, we will keep our museums open both at sunset and until midnight in city centers and places close to tourism centers."

As a brand with 34 years of experience in architectural lighting for historical and cultural structures, we believe that this initiative will make a significant contribution to tourism.

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FİBERLİ SHINES AT LIGHT+BUILDING FRANKFURT

Fiberli, one of Türkiye's leading lighting companies, received great acclaim at the prestigious lighting fair Light+Building 2024. Held biennially in Frankfurt, Germany, this year's fair welcomed over 150,000 visitors from 164 countries. With more than 1,600 companies participating, the event brought together the industry's foremost professionals.

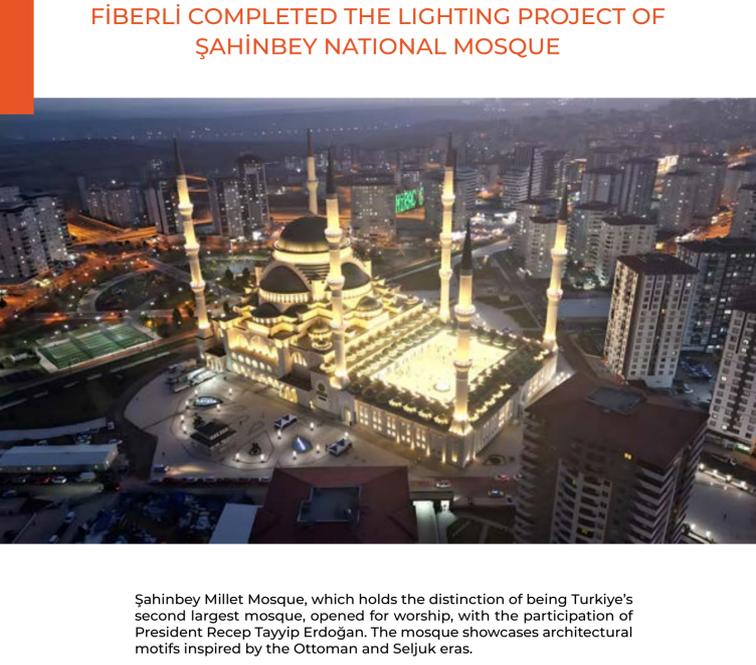
At Light+Building, famous brands showcased their latest luminaires and impressive stands. Fiberli was standing out among them. Both its creative stand and innovative products ensured constant attention throughout the event. As a company that has implemented lighting projects for numerous iconic architectural structures worldwide, Fiberli remained engaged with globally famous architectural and lighting design firms during the fair.

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LED ILLUMINATED POLYCARBONATE FACADE SYSTEMS

LED illuminated polycarbonate facade systems were implemented in a shopping mall project in Baku, Azerbaijan. These systems represent a new conceptual approach in the facade cladding sector. Polycarbonate material, known for its superior light transmission properties, reflects daylight and also finds applications in outdoor advertising with artificial lighting during the night.

Considering that modern structures are essential parts of the urban landscape, illuminating building facades contributes to the city's nighttime ambiance, extending urban life to 24 hours. It is anticipated that LED illuminated polycarbonate facades will soon occupy a significant position within facade systems.



FİBERLİ COMPLETED THE LIGHTING PROJECT OF ŞAHİNBEY NATIONAL MOSQUE

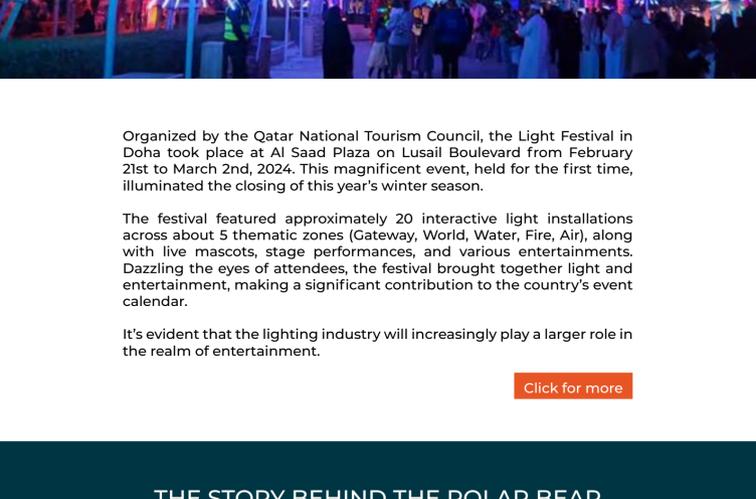


Şahinbey Millet Mosque, which holds the distinction of being Türkiye's second largest mosque, opened for worship, with the participation of President Recep Tayyip Erdoğan. The mosque showcases architectural motifs inspired by the Ottoman and Seljuk eras.

The lighting design, luminaire production and on site installation were carried out by Fiberli. In the exterior lighting, architectural details take center stage, while inside, where up to 17,000 people can worship simultaneously, a spacious environment is created through modern lighting techniques.

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DOHA FESTIVAL OF LIGHTS ADDS COLOR AND FUN TO THE CITY



Organized by the Qatar National Tourism Council, the Light Festival in Doha took place at Al Saad Plaza on Lusail Boulevard from February 21st to March 2nd, 2024. This magnificent event, held for the first time, illuminated the closing of this year's winter season.

The festival featured approximately 20 interactive light installations across about 5 thematic zones (Gateway, World, Water, Fire, Air), along with live mascots, stage performances, and various entertainments. Dazzling the eyes of attendees, the festival brought together light and entertainment, making a significant contribution to the country's event calendar.

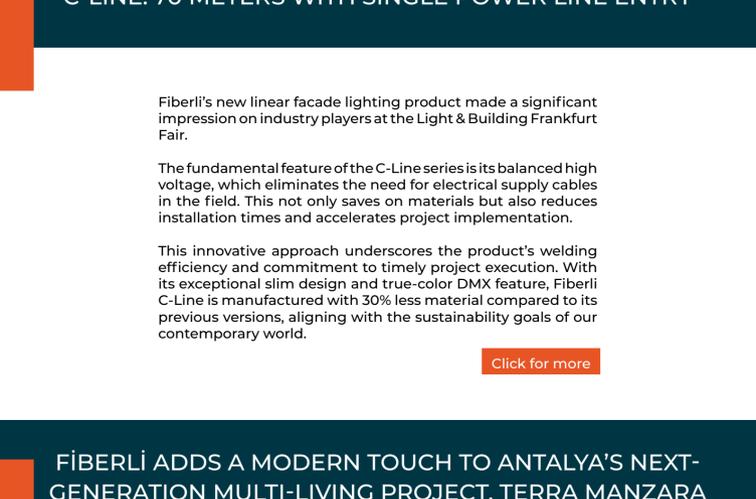
It's evident that the lighting industry will increasingly play a larger role in the realm of entertainment.

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THE STORY BEHIND THE POLAR BEAR

When polar bears live in large areas covered in ice, we often assume that their thick white fur protects them from the cold. Contrary to appearance, each white hair in their fur exhibits fiber-optic properties, directing sunlight to their dark-pigmented skin, converting it into heat. This extraordinary mechanism enables polar bears to maximize their utilization of sunlight with extreme efficiency.

Inspired by nature, our commitment to energy efficiency, and the perfect harmony of technology are symbolized by the polar bear featured in our logo.



C-LINE: 70 METERS WITH SINGLE POWER LINE ENTRY

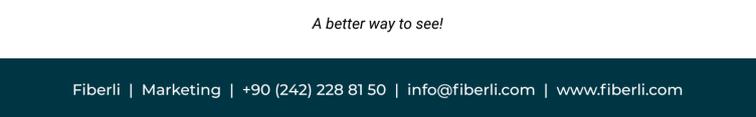
Fiberli's new linear facade lighting product made a significant impression on industry players at the Light & Building Frankfurt Fair.

The fundamental feature of the C-Line series is its balanced high voltage, which eliminates the need for electrical supply cables in the field. This not only saves on materials but also reduces installation times and accelerates project implementation.

This innovative approach underscores the product's welding efficiency and commitment to timely project execution. With its exceptional slim design and true-color DMX feature, Fiberli C-Line is manufactured with 30% less material compared to its previous versions, aligning with the sustainability goals of our contemporary world.

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FİBERLİ ADDS A MODERN TOUCH TO ANTALYA'S NEXT-GENERATION MULTI-LIVING PROJECT, TERRA MANZARA



The architectural lines of Antalya's next-generation multi-living project, Terra Manzara, stand out with Fiberli fixtures. The warm tones created by the surrounding lighting of the blocks make for a striking silhouette in the cityscape. Thus, Terra Manzara not only serves as a residential complex but also adds an aesthetic identity that enriches the city.

Furthermore, thanks to the facade lighting of the buildings, the project's value has increased, resulting in apartments being sold at higher prices.

In 2024, we set out with the aim of having a greater impact in global lighting projects. In this direction, we initiated numerous corporate development projects such as digital transformation initiatives, technology investments, and participation in the Turquality program. Just like we have been doing for 34 years, we continue our path this year with the motto of "adding value to life with our light."

See you in the next issue...

A better way to see!