

Fiberli Express

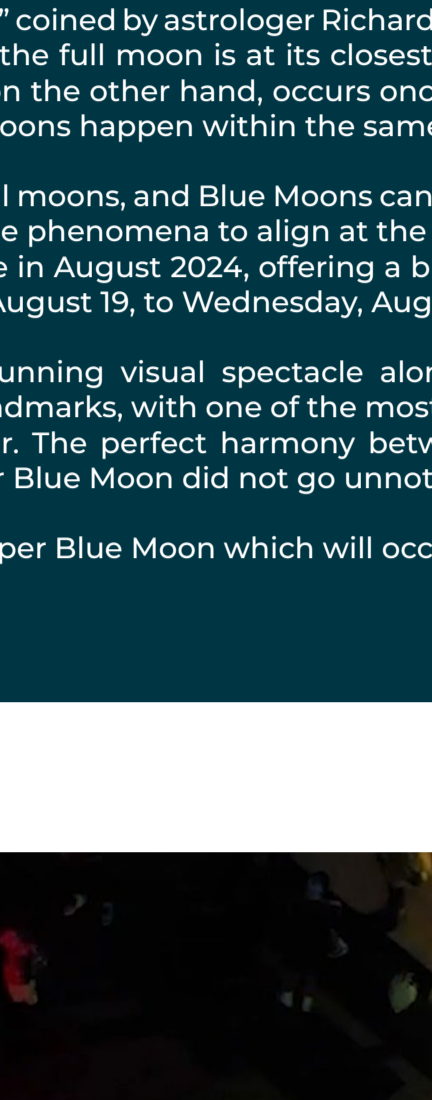
EDITION 3
OCTOBER 2024

There are three primary colors in the world, with all other colors being created from their combinations. Interestingly, the human eye perceives the world as 54% green, 35% red, and 11% blue. The dominance of green in this spectrum can be explained by a simple fact: humanity evolved in forested environments, surrounded by greenery.

We humans have a natural affinity for green. After years of neglecting our planet, we are now beginning to take responsibility for it through the growing awareness of sustainability. As Fiberli, who places sustainability at the core of its values, we ensure that every step we take aligns with our principle of benefiting nature.

Nice readings,

SUPER BLUE MOON ENCHANTED OUR WORLD



The term "Supermoon," coined by astrologer Richard Noelle in 1979, refers to the moment when the full moon is at its closest point to Earth in its orbit. A "Blue Moon," on the other hand, occurs once every two or three years, when two full moons happen within the same calendar month.

While Supermoons, full moons, and Blue Moons can occur individually, it is quite rare for all three phenomena to align at the same time. This rare conjunction took place in August 2024, offering a breathtaking celestial display from Sunday, August 19, to Wednesday, August 23.

BBC captured this stunning visual spectacle alongside some of the world's most iconic landmarks, with one of the most captivating images featuring Galata Tower. The perfect harmony between Fiberli lighting systems and the Super Blue Moon did not go unnoticed.

See you at the next Super Blue Moon which will occur in 2037.

[Click for more](#)

PAMPER YOUR CITY

Just like people, cities sometimes need a little pampering. One of the best ways to indulge a city is by bringing together the joyful laughter of children and the magic of light in the same space just as Fiberli, one of the pioneers in the lighting industry, does so beautifully.

Fiberli's striking product, "Swing," stands out as an urban furniture piece that combines functionality with captivating lighting. When playful light beams from various angles meet the elegant and modern lines of the decorative swing, it creates moments filled with joy. This next-generation swing creates an eye-catching atmosphere in both indoor and outdoor settings.

[Click for more](#)

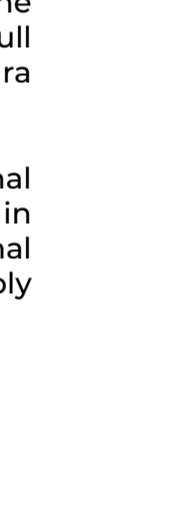
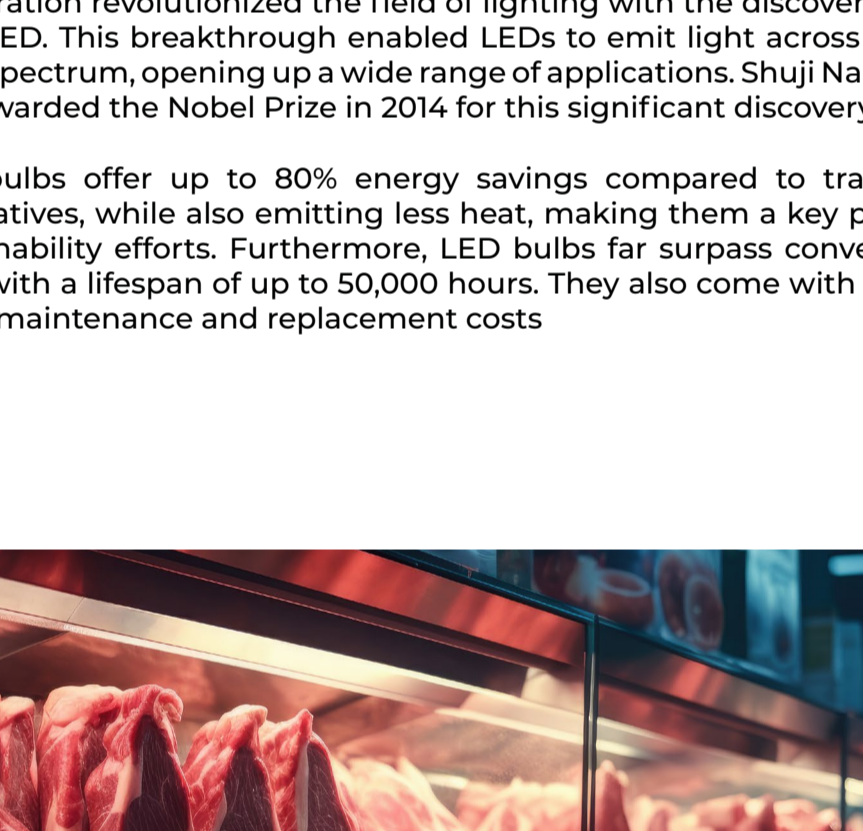
A NEW COLOR FOR AZERBAIJAN

With the end of the Karabakh War, the Aghdam region has left behind its many years of intense conflict. One of the key efforts in the region's reconstruction and redevelopment is the Aghdam City Hotel, whose foundation was laid by President Ilham Aliyev. Combining modern and brutalist architectural elements, the hotel symbolizes a hopeful and promising future for the region after a long period of devastation.

Opened just two months ago, and featuring lighting by Fiberli, the Aghdam City Hotel has quickly earned its place among Azerbaijan's modern and iconic landmarks. With its architectural details and artistic lighting, the hotel not only dazzles but also conveys a powerful message of peace, adding a new color to the country's landscape.

[Click for more](#)

SUSTAINABLE LED TECHNOLOGY



The origins of LED technology date back to 1927, when Oleg Losev first proposed the fundamental theory of LEDs. However, its practical applications were not developed until 1962. In 1997, engineers from Nichia Corporation revolutionized the field of lighting with the discovery of the blue LED. This breakthrough enabled LEDs to emit light across the full color spectrum, opening up a wide range of applications. Shuji Nakamura was awarded the Nobel Prize in 2014 for this significant discovery.

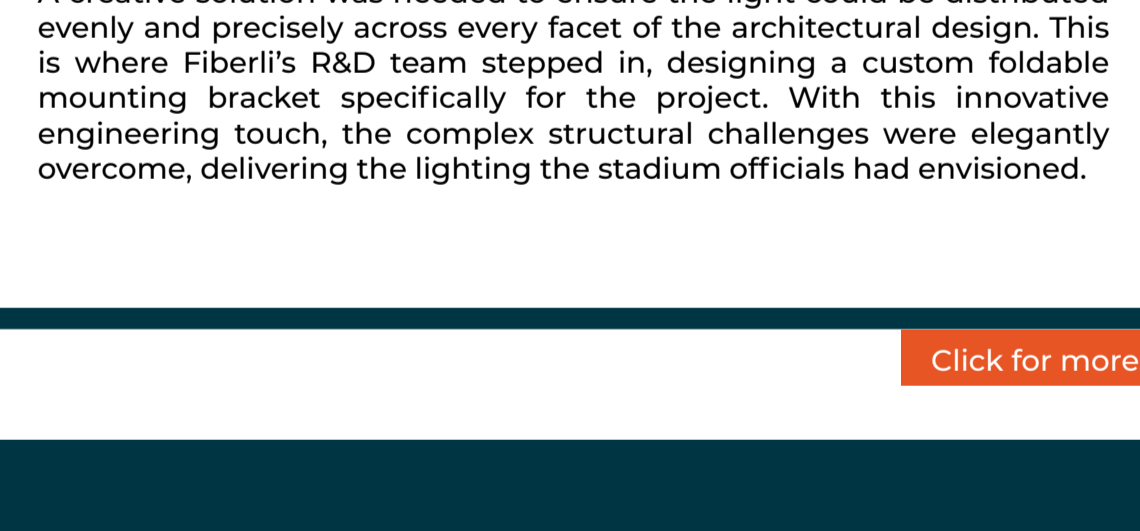
LED bulbs offer up to 80% energy savings compared to traditional alternatives, while also emitting less heat, making them a key player in sustainability efforts. Furthermore, LED bulbs far surpass conventional ones with a lifespan of up to 50,000 hours. They also come with notably lower maintenance and replacement costs.

CAN FOOD BE LIGHTENED?

Just as people look better under proper lighting and product photos in e-commerce attract more attention when taken in the right light, lighting also plays a crucial role in food marketing. The use of LED lights with specialized spectrums designed for food display enhances the natural colors and vibrancy of the products, highlighting their freshness and appeal.

When making purchasing decisions, consumers rely primarily on their sense of sight. Therefore, it is essential that meats, fruits, vegetables, and cheeses not only remain fresh on display but also visually convey that freshness through the right lighting.

CREATIVE SOLUTION IN AIR ALBANIA STADIUM



Air Albania Stadium stands as one of Tirana's iconic landmarks in the world of sports. The Fiberli-branded lighting fixtures not only enhance its athletic appeal but also offer the city a stunning visual experience. However, lighting this stadium was no easy task. The intricate "rocchi" structure of the stadium's exterior made it particularly challenging to achieve the desired lighting effect.

A creative solution was needed to ensure the light could be distributed evenly and precisely across every facet of the architectural design. This is where Fiberli's R&D team stepped in, designing a custom foldable mounting bracket specifically for the project. With this innovative engineering touch, the complex structural challenges were elegantly overcome, delivering the lighting the stadium officials had envisioned.

[Click for more](#)

HISTORICAL ARTWORKS THAT DANCE WITH LIGHT

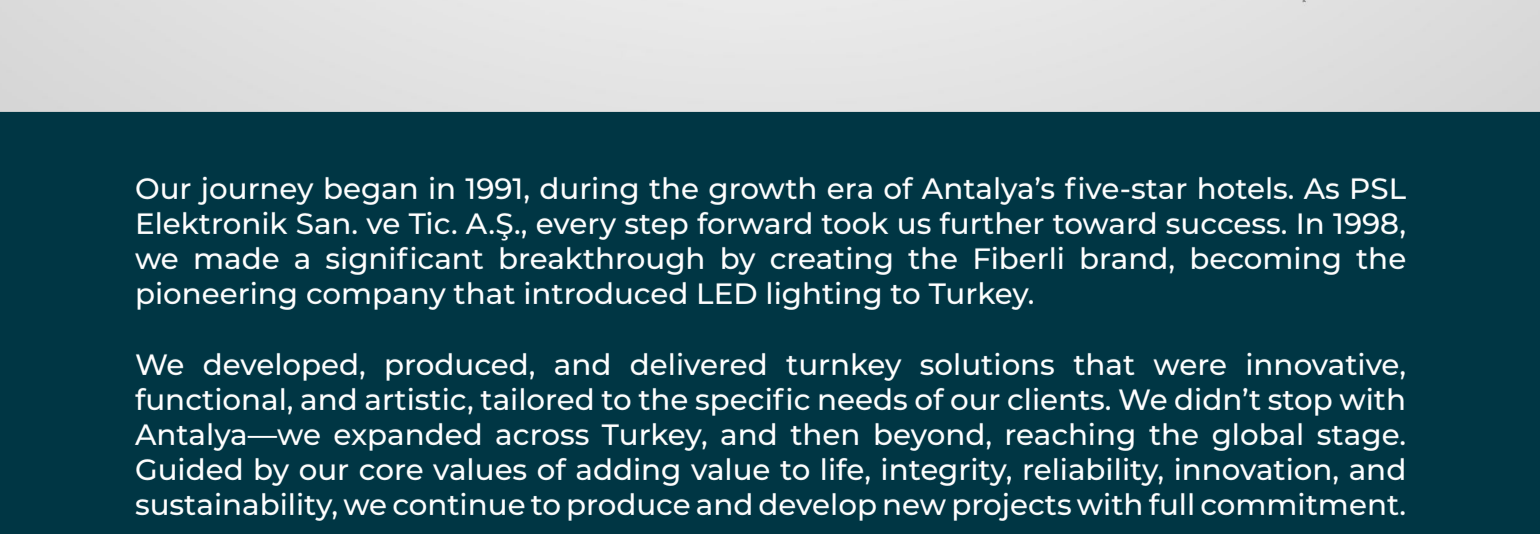
Historical monuments reflect a city's identity and heritage. Illuminating these treasures at night is crucial not only to highlight their beauty but also to preserve them, while adding significant tourism value to the city.

The key to successful historical monument lighting lies in bringing out the artistic details without damaging the structure. This involves ensuring the correct color temperature to preserve the original hues, directing light properly to avoid shadows and glare, and installing the lighting system in a way that does not harm the monument's integrity.

Lighting historical landmarks is an art and a gesture of respect for the past. It also plays a vital role in boosting a city's tourism appeal and brand value. If you're looking for a prime example of proper lighting practices, visit the ancient city of Patara in Antalya at night and witness Fiberli's lighting signature in action.

[Click for more](#)

FIBERLI IS IN 75 COUNTRIES IN ITS 33th YEAR

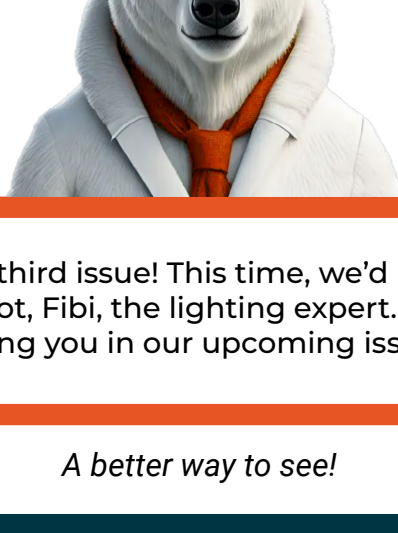


Our journey began in 1991, during the growth era of Antalya's five-star hotels. As PSL Elektronik San. ve Tic. A.Ş., every step forward took us further toward success. In 1998, we made a significant breakthrough by creating the Fiberli brand, becoming the pioneering company that introduced LED lighting to Turkey.

We developed, produced, and delivered turnkey solutions that were innovative, functional, and artistic, tailored to the specific needs of our clients. We didn't stop with Antalya—we expanded across Turkey, and then beyond, reaching the global stage. Guided by our core values of adding value to life, integrity, reliability, innovation, and sustainability, we continue to produce and develop new projects with full commitment.

Today, in 2024, as we celebrate our 33rd anniversary, we take pride in having exported to 75 different countries. Each new country brings us immense joy. We are tirelessly working to introduce Fiberli brand to even more nations, with our next goal set at 100 countries.

[Click for more](#)



We've completed our third issue! This time, we'd like to bid you farewell with our new mascot, Fibi, the lighting expert. Looking forward to seeing you in our upcoming issues!

A better way to see!