

Photovoltaic and LED lighting solutions

All from a single source





Let there be **light**

Preface	03
Corporate history	04-05
Rusol added value	06-07
Photovoltaic solutions	08-09
LED lighting solutions	10-11

Nothing is possible without light

Actively shaping the future

Sustainable business – not only in an economic sense but also in an environmental sense – means respecting and supporting both nature and our fellow men. We have thought through the energy revolution. As one of the first distributors, we have developed a new overall concept which covers everything from energy generation and energy storage to energy efficiency and energy controlling. As a system distributor, our wide range of high-quality products enables us offer you everything in accordance with our motto 'All from a single source'.

Thanks to our strong corporate group and almost 40 years of experience in the distribution of electronic components, we have excellent contacts with our manufacturers. This is what allows our young company to select the best manufacturers and products, enabling us to be successful in an ever-changing and technically innovative market.

Set an example and grow with us!



Thomas Rudel
CEO of RUSOL GmbH & Co. KG



"Good advice and first-class service are the backbone of our company."

Thomas Rudel – CEO of RUSOL GmbH & Co. KG

Milestones in light and energy

Let there be light Our sun was created approximately 4.57 billion years ago

Evolution The first early humans lived approximately 2.5 million years ago.

The Earth is created Together with the sun, the Earth and the other planets form our solar system.

Without light



no growth

Rusol and Rutronik

The sources of your success

Synergies

Rusol GmbH & Co. KG operates independently on the market as a 100% subsidiary of Rutronik Elektronische Bauelemente GmbH, a world-leading distributor of electronic components. This provides customers with significant added value, as the relationships the company has established over many years with top manufacturers are marks of mutual trust and confidence. Customers also benefit from the comprehensive distribution system, the sales organisation and many years of experience in sales and distribution.



In accordance with its motto 'All from a single source', Rusol offers high-quality photovoltaic systems as well as LED lights and LED lighting concepts. Its product portfolio is completed by energy-saving solutions and energy controlling systems. The company markets only high-end products from quality manufacturers. Consulting services such as technical, commercial and logistical advice underline the high standards of the owner-managed company. Founded in 2003, the company has operated independently on the market as a 100% subsidiary of Rutronik since 2008.

- Headquarters: Industriestr. 2 | DE-75228 Ispringen
- Core business: Europe-wide distribution of high-quality photovoltaics and LED lighting solutions
- Founded: 2003
- CEO: Thomas Rudel
- 30 employees
- Since 2008: 100% subsidiary of Rutronik Elektronische Bauelemente GmbH
- Certified in accordance with ISO 9001



Rutronik Elektronische Bauelemente GmbH is one of the world's leading broadline distributors for semiconductors, passive and electromechanical components in addition to storage, displays & boards and wireless products. Expert technical support for product development and design-in, individual logistics and supply chain management solutions as well as comprehensive services complete its customer-oriented, forward-looking range of services. The owner-managed company with its headquarters in Ispringen, Germany, employs more than 1200 staff around the world. For almost 40 years, it has faced the changing challenges of the markets with great success.

- More than 65 sites in 28 countries
- Number of employees: More than 1200
- Turnover: 800 million euros in 2011
- Leading European distributor
- Owner-managed and independent
- Certified in accordance with ISO 9001, ISO 14001 and OHSAS 18001

Prometheus Approximately 300,000 years ago, man learnt to harness fire as a source of light and heat.

Beacons Light and fire are central elements of our life. Without them, there would be no cultural advances.

The sun as an energy source Around 99.98% of the total energy contribution to the Earth's climate comes from the sun.

The background features a dynamic, abstract composition of light streaks. A prominent, bright blue streak curves from the top left towards the center. From this point, several other blue streaks radiate outwards towards the right side of the frame. A single, vibrant red streak originates from the bottom left and curves upwards towards the center, intersecting the blue streaks. The overall effect is one of energy and movement against a dark blue gradient background.

Energy flow

Light as an economic initiative

Illuminating:

Rusol added value

Rusol focuses on official distribution contracts with leading manufacturers. The distribution of exclusively certified products and the concentration on leading manufacturers will meet your high quality requirements. You will also benefit from reliable delivery conditions which enable long-term planning. Our direct contact with manufacturers enables us to offer you fast and straightforward support. These are just a few of the many excellent reasons for choosing us:

Wide choice

As a distributor, we have official distribution contracts with at least two manufacturers per product or product group. As a manufacturer-independent distributor, we are therefore always able to offer you objective support in choosing your components. And it goes without saying that the manufacturer warranties are passed on to you in full.

Stock

We maintain your stock, thereby reducing your capital commitment and the risk to which you are exposed in ever-changing markets. Our many years of experience as a distributor also enable us to offer you just-in-time delivery at short notice. You can view our current stock level 24/7 on our e-commerce platform.

First-hand advice

Our technical and commercial advice completes the portfolio. We will help you to develop custom solutions in line with specific requirements. Many years of practical experience in the implementation of projects as well as comprehensive technical expertise and product knowledge of our specialists all contribute to your personal consultation.



Good advice and first-class service are our trademarks



As a system distributor, we always have the right solution

Your advantages – our service

- Official contract partner of leading manufacturers
- Direct access to all manufacturer warranties
- Large stock level ensures delivery reliability for you
- Low capital costs based on high availability
- Enhanced efficiency thanks to Web-based information resources and ordering facilities
- Broad portfolio for flexible system design
- Europe-wide distribution via an international network

Light is energy The fundamental photoelectric effect was discovered back in 1839 by Alexandre Edmond Becquerel.

Electrification The first generator station began operation in Germany (Stuttgart) in 1882. It produced enough electricity to light 30 light bulbs.

Illuminating times In 1880, Thomas Alvar Edison obtained a patent for his version of the light bulb.



Light generator

370 quadrillion watts per second

Photovoltaic solutions

Worry-free energy production

The solar energy that reaches us every year is equivalent to approximately 10,000 times the global energy requirement. This energy can be harnessed most effectively using a photovoltaic plant from Rusol. A photovoltaic plant is far more than the sum of its parts. Only when these are also optimally coordinated can the sun's rays be fully utilised. That is why Rusol, in accordance with its motto 'All from a single source' offers perfectly coordinated solutions ranging from photovoltaic modules and inverters to mounting systems and accessories.

Rusol has very strict quality requirements for the products it markets, thereby ensuring that your plant is able to achieve a service life of 20 years or more. And with reference to delivery reliability and warranties, a photovoltaic plant from Rusol is a safe investment as we are an official contract partner of leading manufacturers with distinct distribution channels.



A sunny outlook



Well thought out

Photovoltaic modules
Mounting systems
Inverters
Accessories

The solar cell is born In 1954, the first solar cell was developed in the USA using crystalline silicon.

A sunny outlook Every tenth German now uses solar energy, every fifth would like to do so in the future.

World's largest photovoltaic plant Located on the Canadian/US border, this 440-hectare plant has a maximum output of 80 MW.

Light in all spectra

By day and night



LED lighting solutions

The lighting revolution

In the search for increasingly energy-efficient solutions, the focus has increasingly been on one particular area: Lighting. In the years to come, no other area will experience a stronger transition and greater development. In addition to the energy savings, LED lighting solutions also offer many other advantages such as a longer service life, low maintenance costs, low heat development and excellent colour rendering. And Rusol offers everything you will need to complete your project, from simple LED lighting replacements to complete LED lighting concepts. Benefit from the extensive expertise offered by Rusol and Rutronik – join the lighting revolution.



More than the sum of their parts: Lighting concepts from Rusol



LED light sources enable you to save more than 70% energy

LED light sources
Downlights & spotlights
Surface-mounted &
recessed ceiling lights

Pendant lights
Street lighting
Effect & design lighting
Accessories

ARQUILED



LEIDS®

OSRAM

TOSHIBA

traxone:cue



Alternative light sources In 1962, General Electric launched the first light-emitting diode on the market.

World's largest LED wall Measuring approximately 1900 m², this large wall is to be found at the Xicui Entertainment Complex, China (near the 2008 Olympic park).

Rusol branch offices

Belgium

Tel.: +32 53 60 65 90
Fax: +32 53 77 12 62
E-mail: rusol_be@rusol.com

France

Tel.: +33 1 30 08 21 80
Fax: +33 1 30 08 21 85
E-mail: rusol_fr@rusol.com

Italy

Tel.: +39 02 40 95 12 01
Fax: +39 02 40 95 12 25
E-mail: rusol_it@rusol.com

Netherlands

Tel.: +31 183 645 044
Fax: +31 183 646 051
E-mail: rusol_nl@rusol.com

Austria

Tel.: +43 72 42 44 90 12 1
Fax: +43 72 42 44 90 13 3
E-mail: rusol_at@rusol.com



RUSOL GmbH & Co. KG

A subsidiary of the Rutronik Group

Industriestr. 2 | DE-75228 Ispringen

Tel: +49 (0) 7231 801-2910

Fax: +49 (0) 7231 801-2915

rusol@rusol.com

www.rusol.com