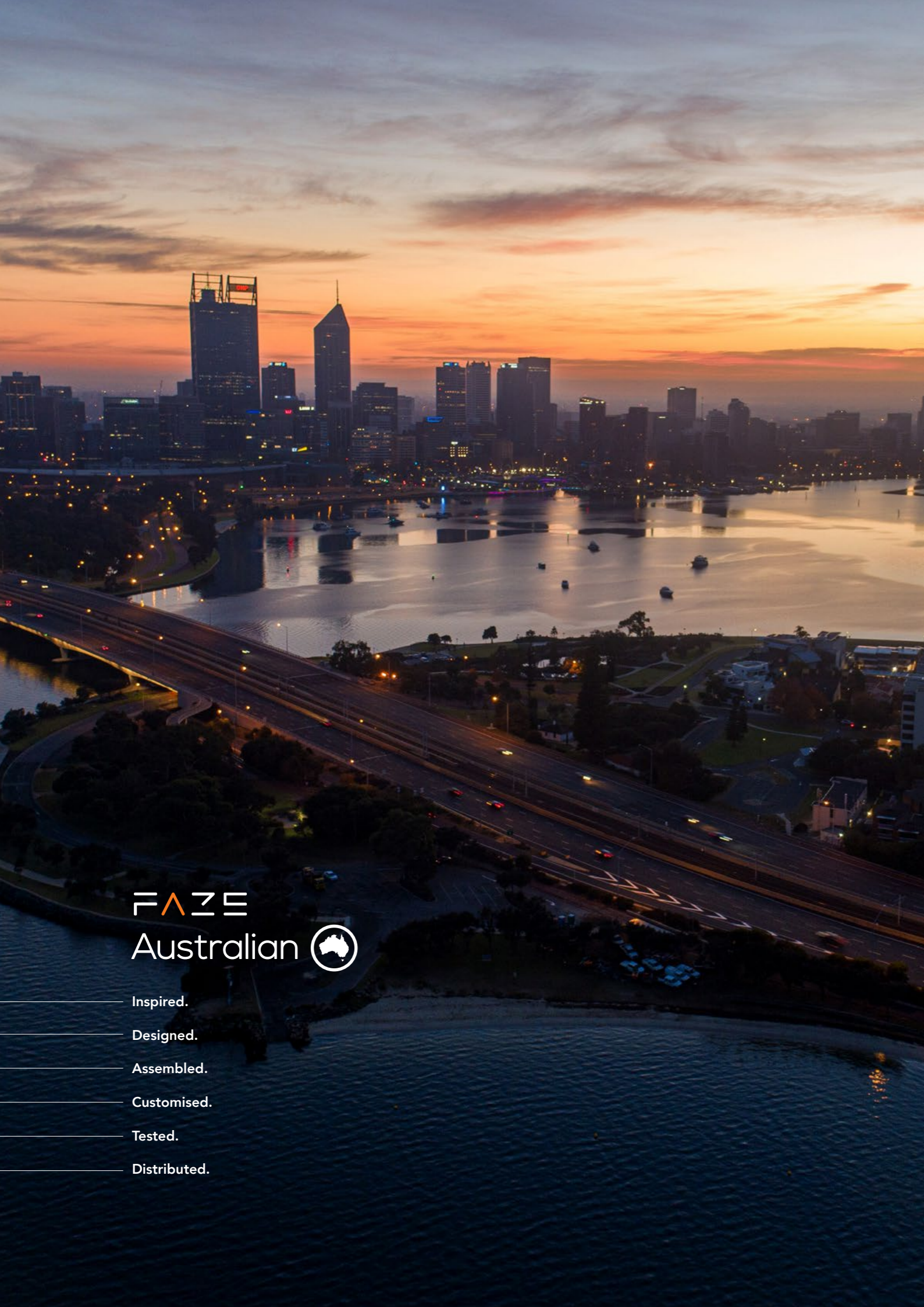




FAZE®

An Australian  
Lighting Brand



Inspired.

Designed.

Assembled.

Customised.

Tested.

Distributed.

## Faze, An Australian Lighting Brand

As an Australian brand, we pride ourselves in our local design, assembly and testing practices. From the initial concepts and designs, to the final testing and adjustments, our luminaires are cared for, here in Australia.

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# Inspired by Australian Landscapes and Lifestyle

We draw inspiration from our surroundings, the colours, the shapes, the forms that surround us create what Faze is today.

This isn't limited to the natural surroundings but the Australian lifestyle as well as the architecture and the work that we do.



## Silo

Inspired by farming silos found in the Australian outback.

Various silos in Australia have become iconic for their murals, which became an art movement back in 2015 to raise tourism in regional Australia. Both the name and form of our Faze Silo was inspired by these large farming silos.



## Clean, Minimal Body Shapes

Inspired by modern Australian architecture.

Our designs have been developed to suit various homes and buildings based on modern Australian architecture and interiors.



## Natural Colours

Inspired by Australia's natural resources.

Our Faze collection consists only of colours that compliment our Australian landscapes and architecture. These include black, white and gold.

## Simple Installation Processes

Inspired by the busy Australian working lifestyle.

One of our core strategies at Faze is reducing installation times. The Australian lifestyle is busy and full of daily tasks. Minimising any time wastage is key to improving our way of life.



The Core features our "Quick Connection Canopy" designed to simplify the wiring and mounting process.

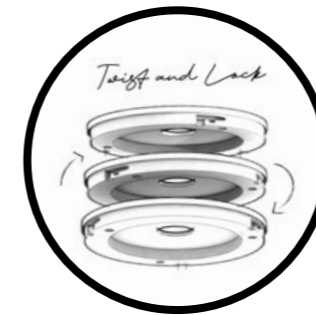




## Designed in Australia

Our Faze luminaires are designed in our Perth lighting laboratory and creative studio. It begins with a passion for lighting, combined with extensive trend and market research.

Our design team works collaboratively from idea to realisation, relying on input from architects, engineers, electricians, builders and designers. Listening to what works and what doesn't, including how they want to create great spaces benefits future development and enhancements to the Faze lighting range. Looking for gaps in the lighting market helps us expand on ideas to create truly remarkable luminaires. This whole process shows us how we can push the boundaries and seek new possibilities in lighting.



### Designed for Simplicity

Our luminaires are designed to simplify every aspect of the process, from manufacturing through to installation. Providing cost effective and time saving lighting solutions.



### Clear Labelling and Packaging

Each product label and package is carefully analysed and produced to provide clear information about the product and to ensure peace of mind during the supply and install process.



### Quality Assurance

Thanks to our luminaires being designed here in Perth, the quality of each luminaire is assured through meticulous quality and functionality checks throughout the design process. Each concept is carefully developed, reviewed and approved before moving to production.

# Developed for Australian Conditions

It is critical to allow for the harshest of conditions. The Australian climate involves extreme heat, to terrential rain as well as harsh coastal environments that can corrode and damage a vast range of materials.

Our luminaires are designed to cater for these conditions and to be the most durable and long-lasting as possible.



## Beating the Australian Heat

Aluminium Construction and Specially Designed Heatsinks

Heat is one of the biggest factors when it comes to lighting in Australia. We utilise aluminium for our construction for its ability to dissipate heat more effectively than common plastic heatsinks. 100% of our downlights use aluminium heatsinks to maximise their heat dissipation. Another added benefit of this is that aluminium is 100% recyclable, significantly reducing each product's carbon footprint.



## Reducing the Impact of Harsh Coastline Conditions

Powder Coating Products

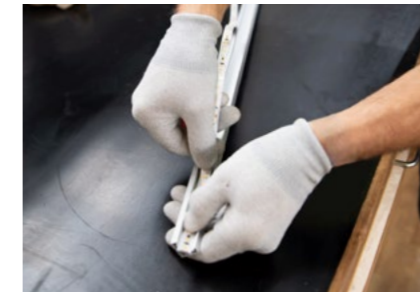
The first thing that comes to mind when talking about Australian living is the beautiful beaches! As beautiful as they are, living on the coast can be difficult with the increased risk of corroding of materials. Our products are powdercoated to ensure protection from the harsh elements of the coast line, and to prevent oxidisation and salt corrosion.





## Assembled and Customised in Australia

Our qualified electricians in our Perth HQ complete a wide range of product assembly and customisation. This ensures the ability to customise and alter your product selection with peace of mind in quality and without the stress of an extensive lead time.



### LED Strip Connections and Configurations

Our latest collection of LED strip is pre-configured into the exact length and profile as per your specified measurements here in Perth. The LED strip and profile is cut, soldered, configured and labelled to ensure easy and fast install on site.



### Reflectors, Baffles and Lenses

When it comes to customisation, our team can easily adjust and build our lighting products to suit your needs. Our products have been designed to be easily interchanged, meaning a different beam angle for you is only a twist and click away for our team.

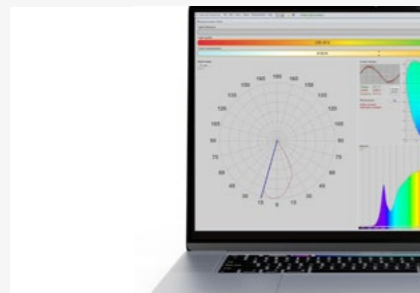


### Drivers and Wiring Configuration

We understand that projects are ever-changing and our qualified electricians can take care of any wiring or driver changes that may occur due to a change in specifications. This is a far quicker and easier solution to past electrical headaches.

# Our Australian Testing Lab

The team at Faze are passionate about lighting, from its emotional effects to its technical capabilities. The Faze Light Laboratory in Perth is home to a VISO Base Spion Goniometer, a system capable of in-depth light testing. Our attention to detail in our photometric laboratory ensures quality is measured throughout the research and development stage, giving you peace of mind with any new product release.



## Precise Data

Our Faze Lab completes an in-depth analysis of each luminaire, producing precise reports about the luminaire's operational data and output. By having this information at our finger tips, we are able to constantly develop and enhance our products, so that you receive the highest quality of light.

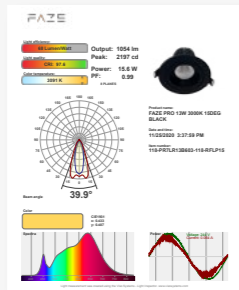


## Realtime Results

Within minutes we can test and provide full test reports to our clients, providing you the assurance of the quality of our products. As well as this, our quick testing methods allow us to thoroughly test and develop our products before heading into the manufacturing process, significantly reducing the chance of any faults after production.

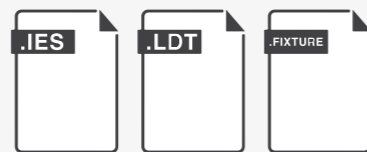
We test to lighting standards:

**CIE S 025,**  
**EN 13201-3**  
**EN-13032-1**



## Testing Standards

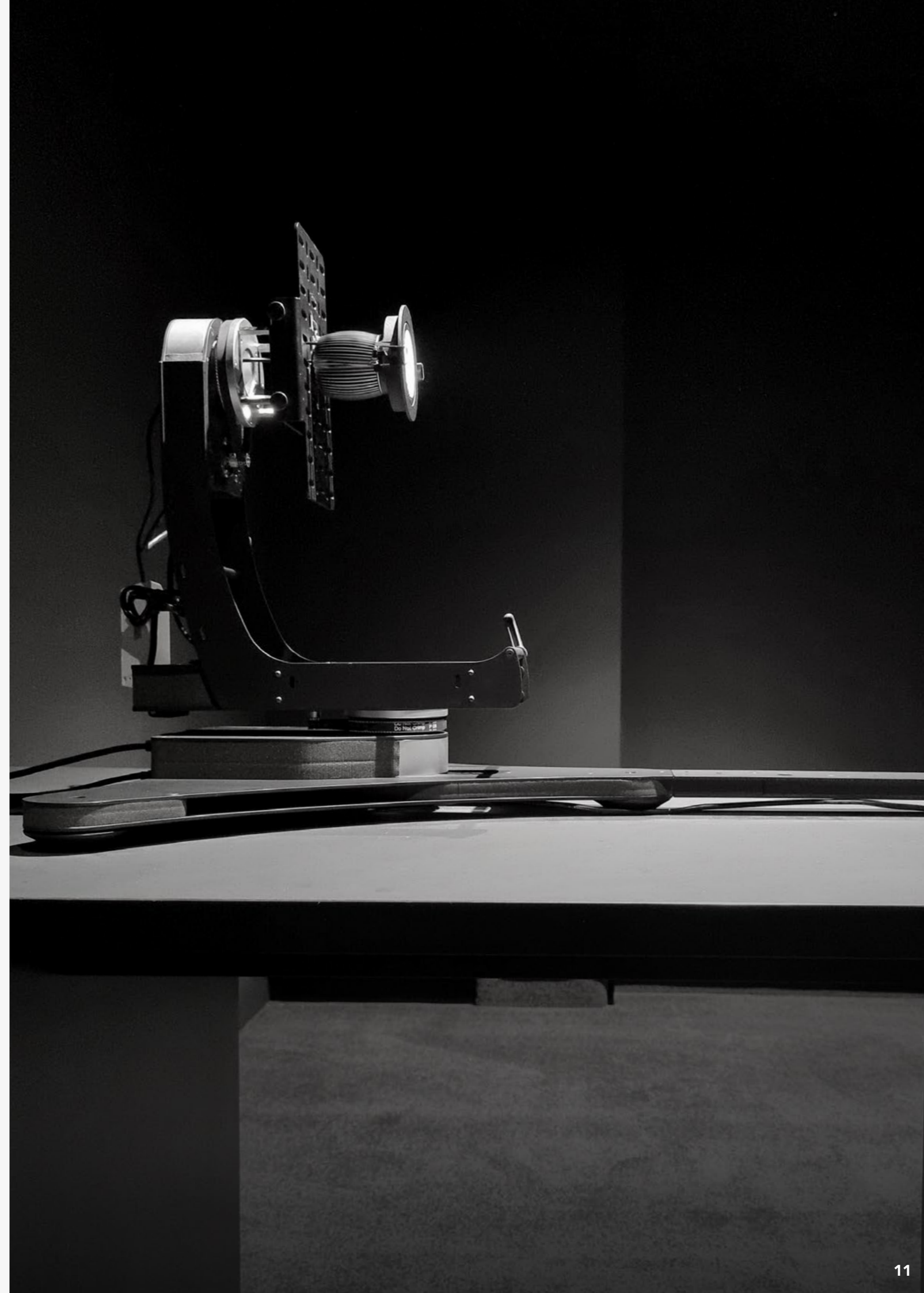
Our VISO Base Spion Goniometer tests to the common lighting standards: CIE S 025, EN 13201-3 and EN-13032-1. We are able to test and produce results for the CRI, UGR, TM30, ISO and full beam and lumen output details.



## IES, LDT and Fixture Files Instantly

Being able to test in-house means we can provide all of our products with comprehensive LDT and IES simulation files within minutes.

With the ability to create LDT and IES files, you can rest assured you have all the information to understand the products you have selected. Our in-house capabilities reduce lead times on requested files, for you to provide to your clients sooner.





**AN AUSTRALIAN  
LIGHTING BRAND**

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