

# We Create Consumer Confidence



The First Fair-Trademark for LED-Lighting  
Provided exclusively by IDV Germany

**IDV** GmbH  
Ihr Partner für Licht

**MEGAMAN**®

**MEGATRON**®

**(LIGHTME)**

# More than 25 Years in the Lighting Market



Founded in 1990 in Germany, IDV GmbH has been active in the lighting industry since 1994. Our product range includes LED lamps and energy-efficient LED luminaires.

Through our partners and our subsidiary in Hong Kong, we make current products available to our European customers at an early stage.

We have many years of experience in importing and selling technical consumer goods from China.

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# CSR is an Key Issue for Brand Uniquity



As the first supplier of LED lamps and luminaires, IDV awards selected products with the registered trademark "Fair Trade LED". Actually the logo is used exclusively for the brands LIGHTME and MEGATRON.



# Fair Trade LED stands for Best Quality through CSR

## Fair Trade LED Suppliers

- comply with the statutory social and occupational health and safety regulations
- meet social and occupational safety standards (e.g. SA 8000, OHSAS 18001, BSCI) or comparable compliance regulations
- pay their employees adequate and reliable incomes
- provide regular break, rest and vacation
- implement systems for quality assurance and product optimization
- give our purchasers and inspectors access to the production process





*Werner Th. Wiesner  
Founder of IDV GmbH*

“The Fair Trade LED concept creates a win-win situation for manufacturers, retailers and consumers. As an importer, we want our LED products to be manufactured in good quality and under good conditions. Reasonable and reliable income, health protection and environmental protection contribute to the satisfaction of all employees. As a result, fair trade ensures the best possible quality of our lamps and luminaires.”



# Plastic waste kills the Planet



The growing flood of packaging waste is meeting with increasing reluctance on the part of German consumers. In a survey conducted by PwC, a management consultancy, around **95 %** of the consumers advocated reducing the amount of packaging material to a minimum.

From 1 January 2019, new laws on packaging design will apply in Germany and Europe:

- Extended product responsibility of manufacturers (= packaging as part of product)
- Avoidance of plastics and higher recycling rates

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# Fair Trade completes with Eco Packaging



As the first supplier of LED lamps and luminaires, IDV converts all packaging to plastic-free variants wherever possible. All plastic-free packaging is marked with our "No Plastic" logo.

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# Contact



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