

What separates lighting brands  
that compete from those that lead?

Industry Perspective

Lighting the way

## Lighting the way

↳ Towards a better lighting brand

Lighting is full of brands  
trying to prove how good they are.  
More efficient. More intelligent.  
More compliant. More future-ready.

↳ The problem is, when everyone leads with capability, no one really leads at all. The category has become a blur of specs, acronyms and well-meaning claims that all sound broadly interchangeable.

The lighting brands that genuinely cut through don't start by asking: 'what do we sell?'

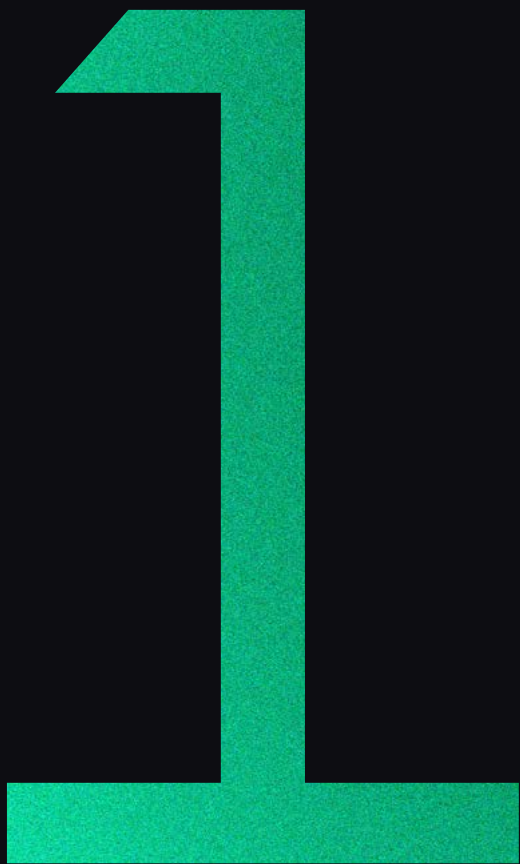
They start by asking: 'what do we enable?'

They understand that clarity beats cleverness. That structure beats scale. And that a strong point of view will always travel further than a long list of features.

**We've built leading lighting brands – learning along the way what it really takes to bridge the gap from good to great. Here's how they happen...**

# Frame light as an enabler, not a product

Your lighting isn't where the value lies. It's what it makes possible that counts. Safety, movement, confidence, atmosphere, efficiency, reassurance. Brands with a point of view translate performance into progress – and make that translation unmistakable.



**Abacus Lighting**

↳ Frame light as an enabler, not a product

# Power / Beauty

## Abacus Lighting

↳ Frame light as an enabler, not a product

Abacus<sup>®</sup>



Power / Beauty

### Where power meets beauty

At Abacus, we use power intelligently and responsibly. Our advanced LED systems give you more light for less power, saving carbon and cost. What's more, our sleek, streamlined luminaires are objects of desire in their own right – featuring elegant, flowing lines, and refined materials and finishes.

That's exactly what we did with Abacus Power/Beauty. Turning technical capability into something people could instantly understand and believe in – a clearer expression of what their lighting makes possible, not just what it does.

Shifting the focus from specification to outcome. From features to felt benefit. From engineered performance to the real-world impact it enables – on people, places and experiences.

Because when you frame lighting this way, it stops being a component and starts becoming a contributor. Something that actively improves how environments work, feel and perform.

Abacus<sup>®</sup>



Features Concept

## Abacus Lighting

↳ Frame light as an enabler, not a product



# 23%

With an overall response rate of 23% across all activities, this integrated campaign proved to be Abacus's most successful to date.

# Gold

The campaign attracted widespread praise and secured a series of awards, including two golds at the Fresh Awards and a coveted Design Week Commendation.

## Abacus Lighting

↳ Frame light as an enabler, not a product

Abacus had the engineering credibility – but the story wasn't carrying it. Complex products, fragmented messaging, and too much focus on outputs over outcomes. We reframed the brand around the role it plays in high-demand environments, then brought structure and clarity through positioning, architecture and a more cohesive system.

That meant simplifying how the offer is understood, translating technical depth into real-world relevance, and building a sharper identity and digital experience.

The result is a brand that connects its capability to the environments it helps perform, not just the products it delivers.

[View our case study](#)



Abacus Lighting

↳ Frame light as an enabler, not a product

# Abacus®

Leaders in lighting

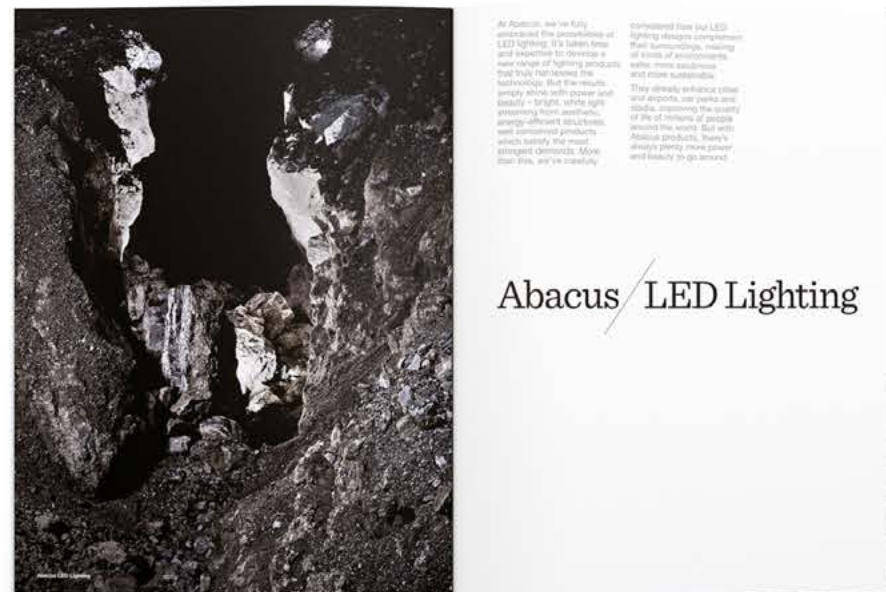


Power / Beauty



# Abacus Lighting

↳ Frame light as an enabler, not a product



**Abacus Lighting**

↳ Frame light as an enabler, not a product

“With one fell swoop Cubic managed to reposition our business and help open up new market sectors with the Power/Beauty campaign. They understood our product strategy from the beginning and captured the key selling points in their creative work. They were a joy to work with, even at 3am in the wilds of the Peak District!”

**Kelly Herrick**  
Marketing Director,  
Abacus Lighting



# Design is your shortcut to credibility

In a technical category, design does heavy lifting. It signals rigour, precision and intent before a word is read. When design looks considered, a brand feels considered – and trust follows fast.



## Rayon Progressive Lighting

↳ Design is your shortcut to credibility

Rayon had scale, capability and ambition – but the brand wasn't keeping pace. It felt inconsistent, overly functional and lacked the clarity needed to compete at a higher level. We repositioned the business around a more progressive, future-facing role, then brought that to life through a refined identity, clearer messaging and a more cohesive system.

The focus was on elevating perception quickly and convincingly – using design to signal quality, intent and credibility at every touchpoint. The result – a brand that feels as considered as the solutions it delivers, and one that earns trust before a single conversation begins.

# rayon

Rayon Progressive Lighting

↳ Design is your shortcut to credibility

Brand idea

# ILLUMINATING POSSIBILITY



## Rayon Progressive Lighting

↳ Design is your shortcut to credibility

For Rayon, we designed everything around intent. Every decision needed to signal a more progressive, capable business. We used design to bring discipline and consistency to how the brand showed up, creating a visual language that felt precise, assured and aligned with the quality of what they deliver.

That meant crafting a new design system capable of holding both technical depth and ambition, spanning typography and layout through to imagery and application.

The result is a brand that feels credible at a glance, where every touchpoint reinforces trust, and where perception starts working long before the detail is understood.

[View our case study](#)

**Our process**

## Designed, engineered & made—by Rayon

Every great lighting solution starts with an idea. But we don't stop there. We take them further.

We design with intent, engineer with precision and manufacture with total control – ensuring every product is as practical, beautiful and future-fit as the vision behind it.

## Engineer

**Innovation without compromise**

For us, engineering isn't just about meeting standards – it's about setting them. Guided by EN and IEC compliance and aligned with regional specifications, we combine technical mastery with curiosity to push the limits of possibility. Our dedicated R&D division drives continuous improvement and future-ready smart lighting technologies – ensuring every solution is built not just for now, but what's next.

## Manufacturer

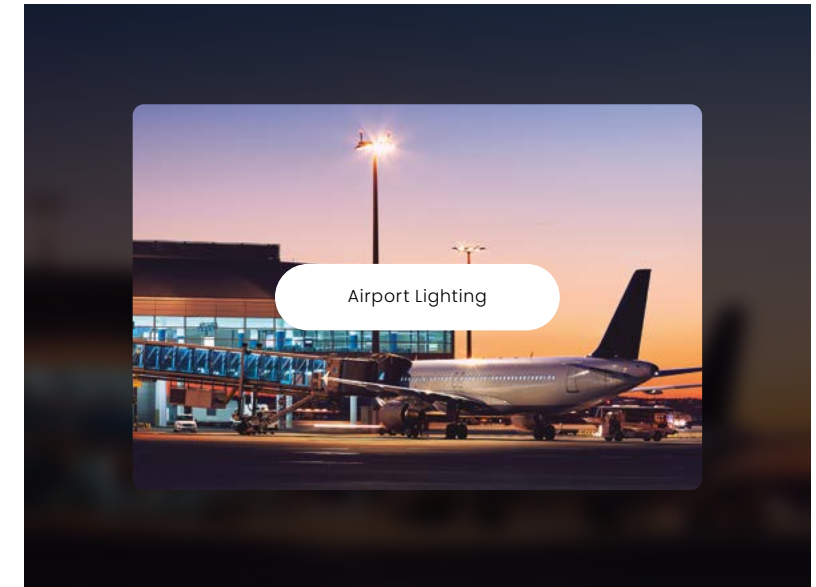
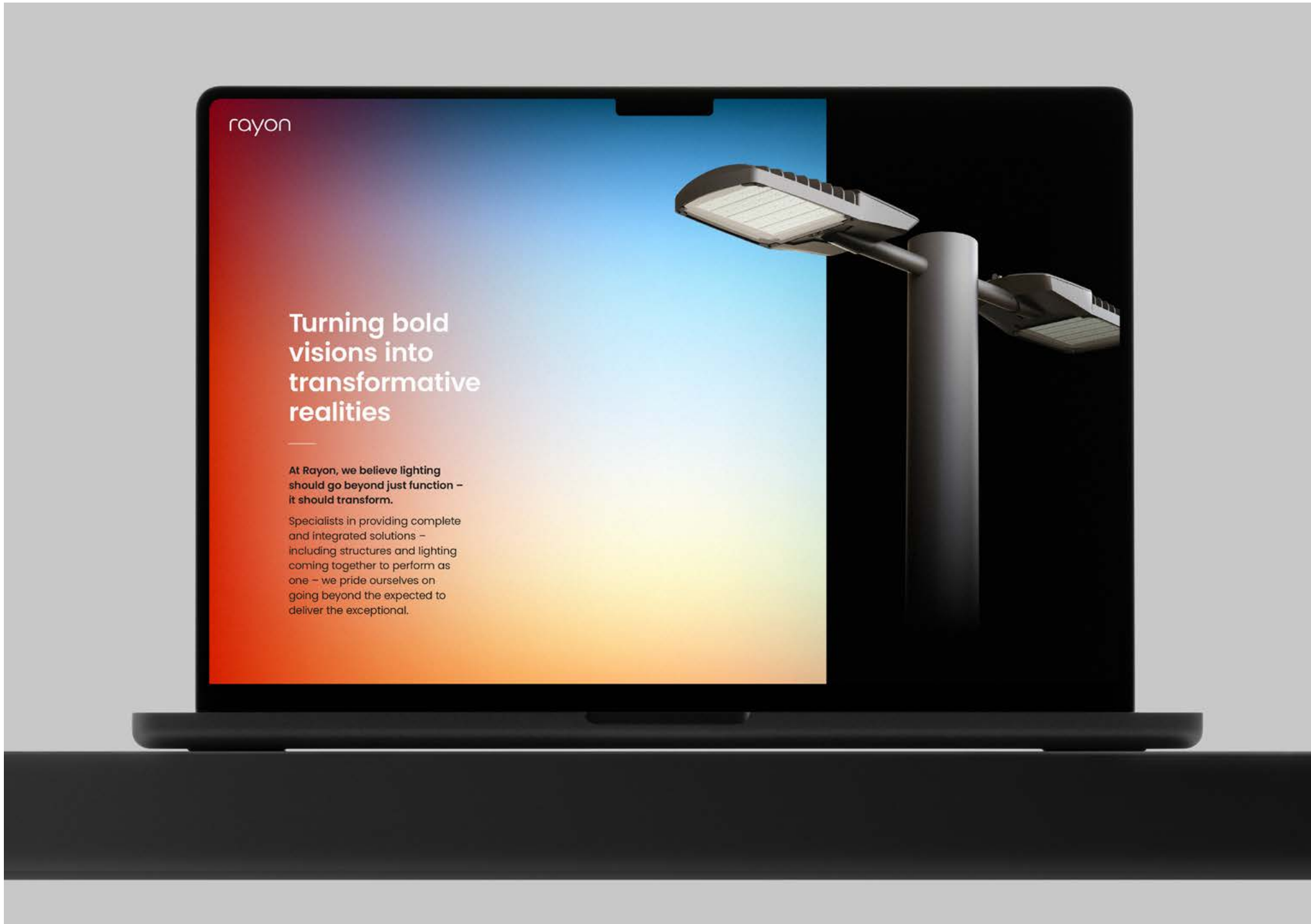
**Made with confidence**

Quality is never an afterthought – it's in our DNA. With fully integrated production facilities in Saudi Arabia and Egypt, we own every stage of the process: automated fabrication, assembly, rigorous testing. That means consistent quality, cost efficiency and lighting systems that perform exactly as promised.

20 – 21 Rayon Progressive Lighting

## Rayon Progressive Lighting

↳ Design is your shortcut to credibility



# Make complexity navigable

Lighting systems are complex. Controls, compliance, integration, maintenance. Brands that win don't oversimplify – they organise. Clear architectures, clear language, clear pathways through the detail.

# 3

## Thorn Lighting

↳ Make complexity navigable

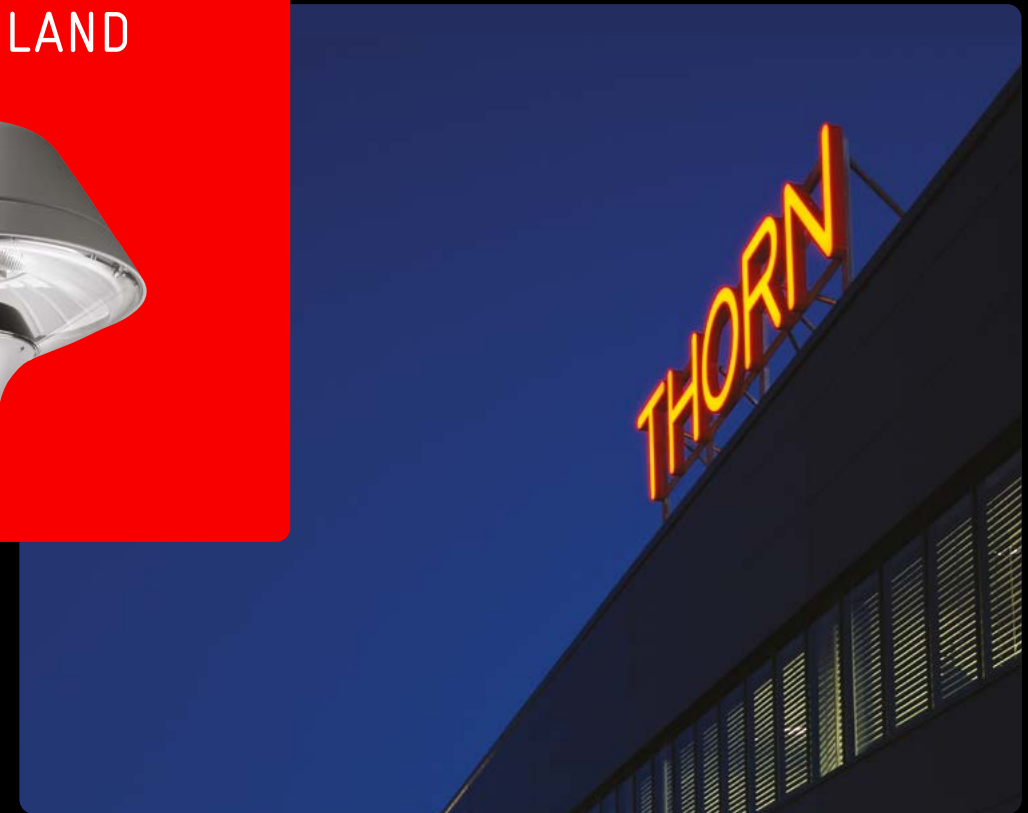
We've worked with Thorn for over a decade – a partnership built on momentum, never just moments. Across more projects than we can reasonably count, the relationship has moved well beyond delivery into a true brand and creative combination.

Throughout the partnership, our focus has been on moving the brand forward while ensuring it makes sense wherever it shows up. From specifiers to tradespeople and beyond, the result is a brand that speaks with clarity and confidence to every audience it needs to reach – without losing coherence or intent.



THORN HAS BEEN LEADING  
THE WAY IN LIGHTING  
SINCE 1928, WHEN  
SIR JULES THORN FOUNDED  
THE COMPANY IN ENGLAND

THORN  
LIGHTING



Thorn Lighting

↳ Make complexity navigable



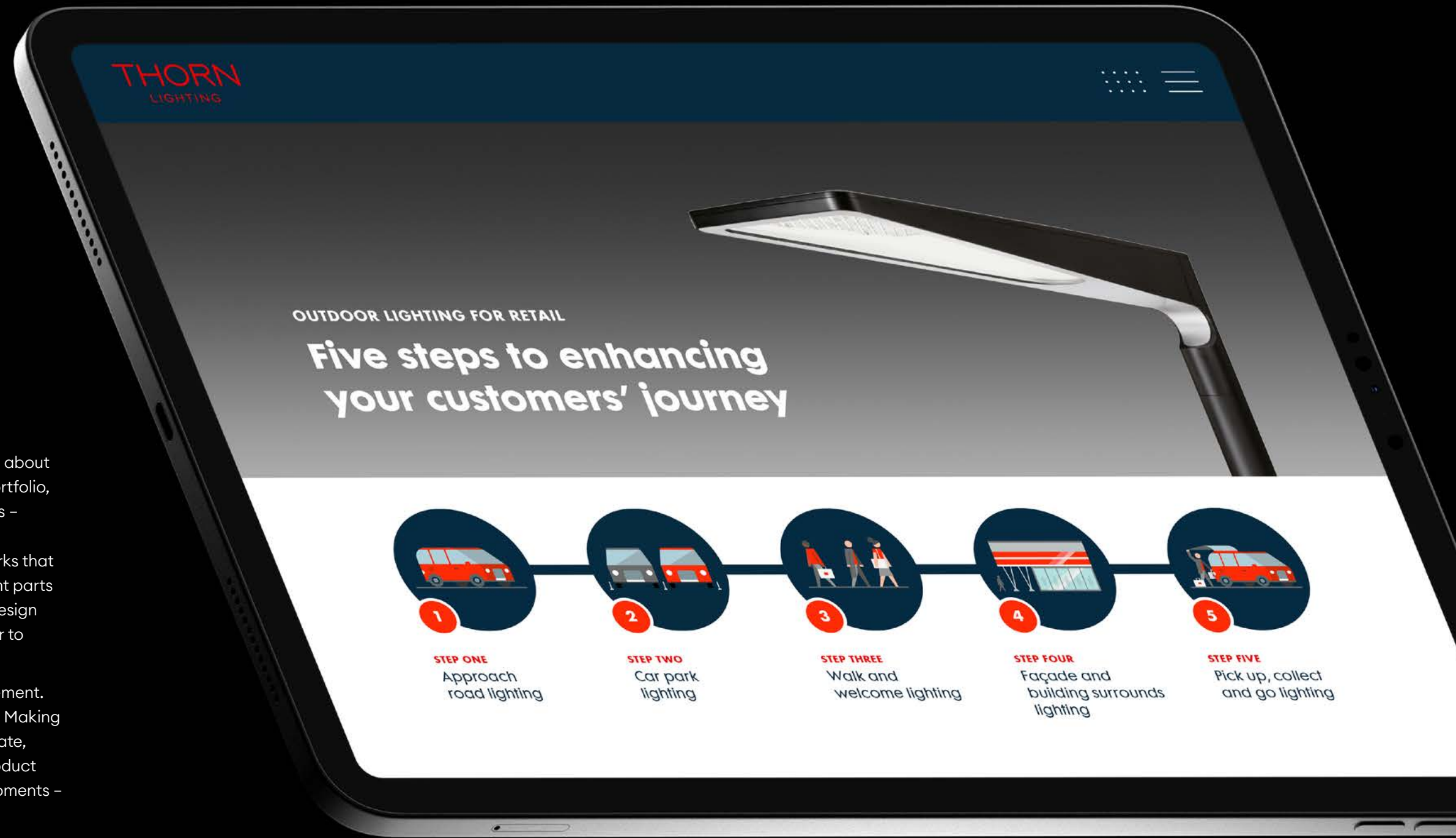
# 120+

**At a conservative estimate, we've delivered 120+ projects together – spanning everything from product launches and brand-led campaigns to photography, content and beyond.**

**CUBiC**

## Thorn Lighting

↳ Make complexity navigable



A lot of our work with Thorn has been about bringing order to scale. A growing portfolio, multiple audiences, evolving priorities – all needing to feel connected, not fragmented. We’ve shaped frameworks that organise offers, clarified how different parts of the business relate, and created design systems that make information easier to access, understand and act on.

It’s been a constant process of refinement. Simplifying without losing substance. Making sure technical depth is easy to navigate, and that every touchpoint – from product communication to broader brand moments – plays its part in a joined-up whole.

Thorn Lighting

↳ Make complexity navigable

The result is a brand that feels coherent at any level, whether you're deep in the detail or seeing it for the first time.

PopPackPro

THE PRO'S  
CHOICE



## Thorn Lighting

↳ Make complexity navigable



Discover the  
technology



**Twist Lock Technology**  
Pop it in, twist,  
and the job's done



**Quick-Fix Secure Diffuser**  
Simple, secure and one  
diffuser fits all



**Plug + Play Modules**  
Presence and  
daylight detection



**No Fuss Rapid Install**  
Simpler, quicker  
installation sequence



**PopPackPro**

**FASTER.  
SIMPLER.  
BETTER.**



“Cubic never fail to exceed our expectations. We’ve received incredible feedback on our recent outdoor retail lighting campaign from customers, as well as our own sales team – all of whom recognise the role it’s played in making the buying process easier and simpler.”

**VP of Marketing**  
Marketing Director,  
Thorn Lighting



# Stand for progress, not just performance

Efficiency is expected. Sustainability is assumed. The brands that lead frame lighting as infrastructure for better outcomes – safer places, better experiences, more resilient environments. Performance becomes proof, not just a headline.



## Lietcorp

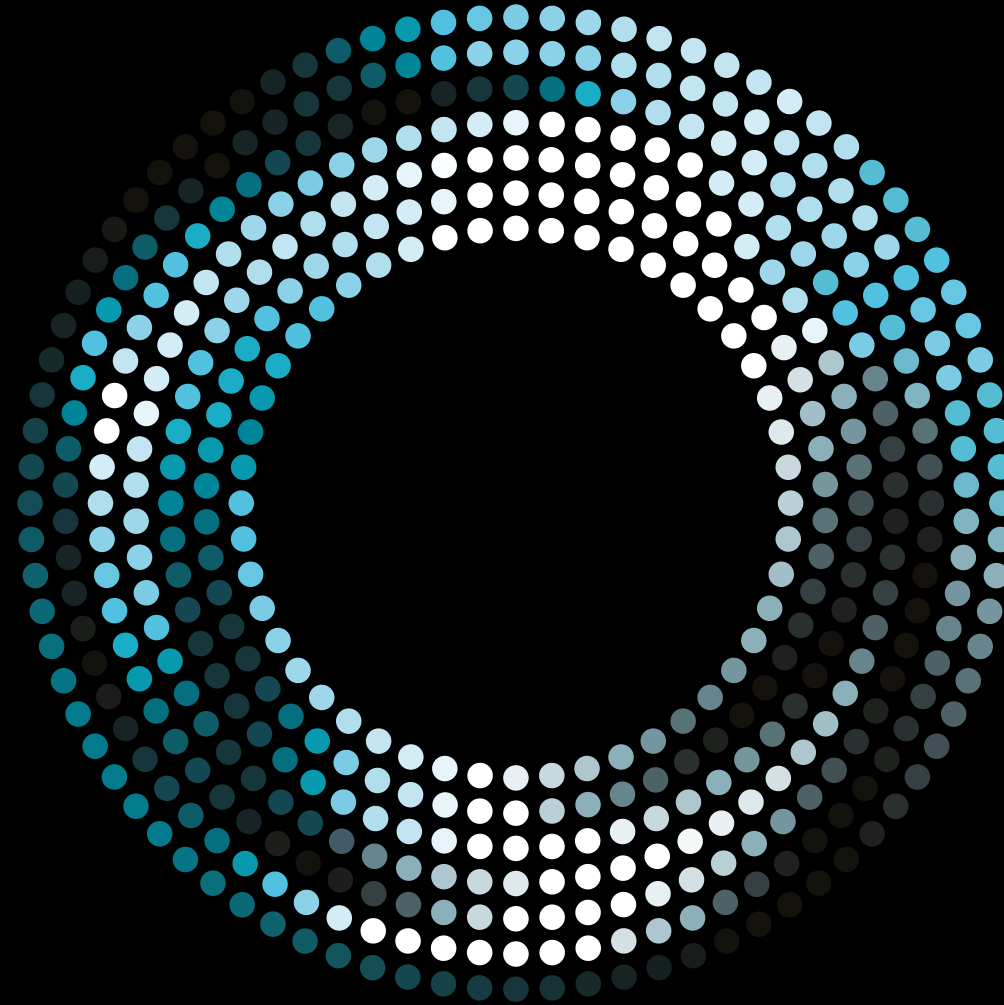
↳ Stand for progress, not just performance

Lietcorp had the capability – but it was being communicated through performance alone. Strong on function, light on feeling. We set out to rebalance that. Reframing the brand around progress rather than output – and bringing a more human, forward-looking perspective into how it communicates.

The work focused on connecting what Lietcorp does with what it changes – shaping a brand that holds both technical credibility and emotional weight. One that speaks to how spaces evolve, not just how they're lit – and positions the business as a driver of progress, not just a measure of performance.

**Lietcorp**

↳ Stand for progress, not just performance



**LIETCORP**

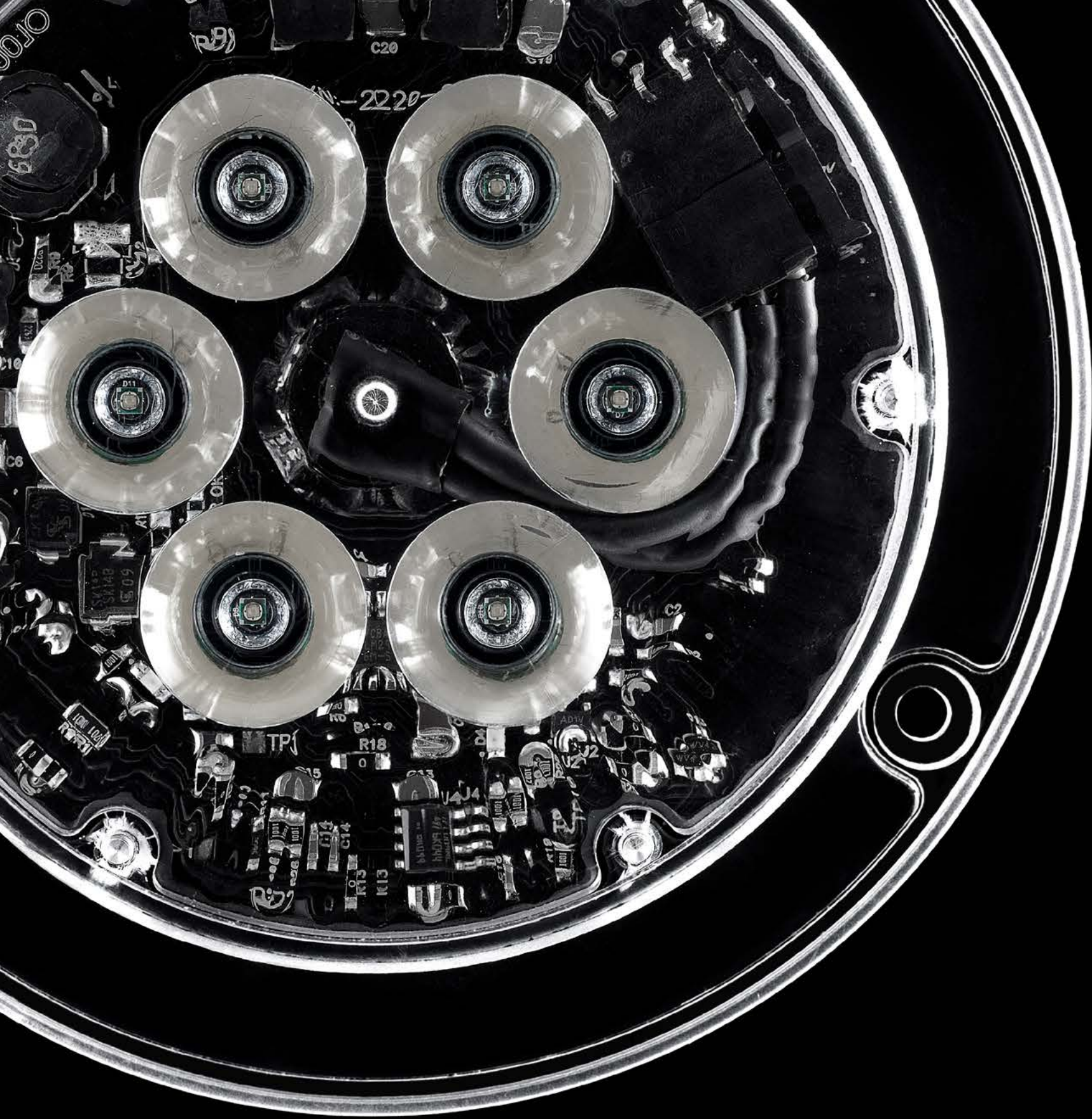
**Lietcorp**

↳ Stand for progress, not just performance

**At Lietcorp, light is a  
way of shaping progress.  
Always evolving.  
Always pushing things on.**



LIETCORP



**Thoughtfully  
engineered,  
so progress  
feels effortless**



LIETCORP

# Cutting through in lighting comes from deciding what you're prepared to stand behind, not just by saying more.

The brands that lead don't compete feature-for-feature or claim-for-claim. They give people a clearer way to understand what their lighting enables, how it fits into the world it serves and why it exists beyond the product itself.

That clarity shows up everywhere – in how portfolios are structured, how systems are explained, how design behaves, and how ambition is framed.

In a category built on illumination, leadership isn't about brightness. It's about direction.

**And the brands that light the way forward are the ones brave enough to choose it.**

**1**

**Frame light as an enabler, not a product**

**2**

**Design is your shortcut to credibility**

**3**

**Make complexity navigable**

**4**

**Stand for progress, not just performance**

# Every lighting brand reaches a moment when a sharper direction becomes the real opportunity.

If that moment is approaching for you, we'd love to help define what comes next. Let's talk.

[A little more about us ↴](#)

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Nottingham, NG12 2NL





Hi, we're Cubic.

We fill brands with meaning.



↳ We're a strategically-minded design studio driven by commercial understanding and creative courage.

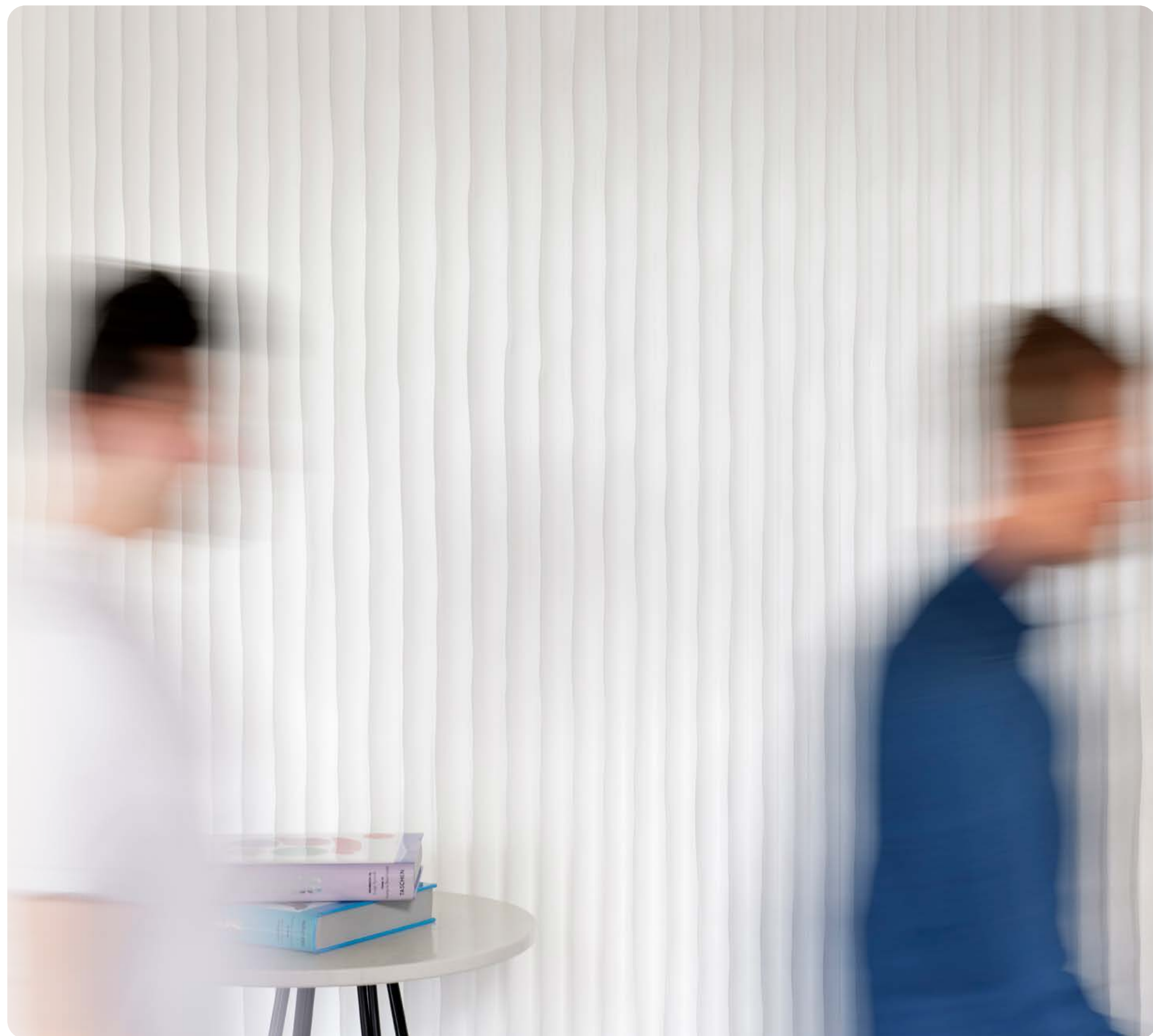
**A little bit about us**

## What your brand means defines not just its existence, but its future.

By partnering closely with our clients, we help businesses stay fresh, communicate with confidence and become the best version of themselves.

We're small but that's how we like it, and so do our partners. They get the most out of us, and we in turn put our heart and soul into every project we take on. It's been that way for over 25 years.

Visit [cubicstudio.co.uk](https://cubicstudio.co.uk)



Our services

- Brand Creation
- Visual Identity
- Brand Refresh
- Digital Experience
- Brand Strategy
- Campaign
- Photography
- Communications
- Social Content
- Brand Architecture
- Copywriting
- Motion Design & Film
- Illustration
- Guidelines & Toolkit

Select clients



Bridgepoint



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**Get in touch**

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