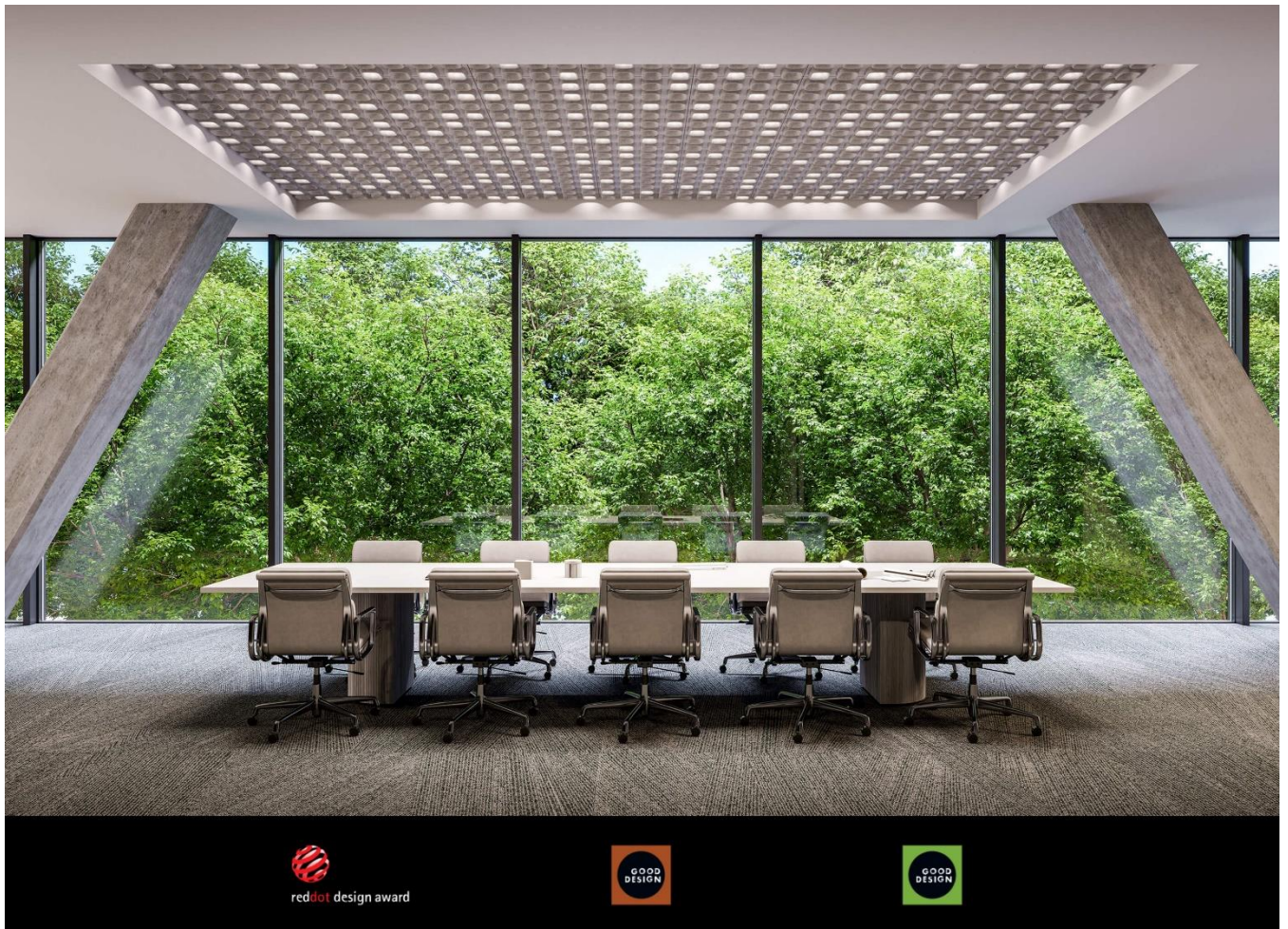


Press release
FOR IMMEDIATE RELEASE

Pyrymyd – This solution is a revolution!

Šempeter pri Gorici, Slovenia, May 29, 2024 – Intra lighting, a global manufacturer of lighting solutions, is excited to announce the launch of Pyrymyd, a revolutionary product that integrates lighting, ceiling, and acoustics into a single solution. Designed to address common office issues like background noise, Pyrymyd combines effective soundproofing with high-quality illumination, all while supporting sustainability. Pyrymyd has been recognized with three prestigious awards: the Red Dot Award, the Green Good Design Award, and the Good Design Award.



All-in-One Solution

Pyrymyd is more than just a luminaire; it's also a ceiling that improves acoustics. Its unique 3D shape and materials are specifically designed to absorb and reduce sound, making it ideal for offices and other environments where noise can be distracting. The innovative design also eliminates the need for a secondary ceiling, as Pyrymyd serves both functions simultaneously.

Innovative Design and Functionality

Pyrymyd offers an advanced lighting solution with high visual comfort and no glare, providing pleasant illumination without exposing the light source. It's designed to be easy to install, replacing traditional plasterwork with minimal hassle. The durability and long-lasting design ensure that Pyrymyd will stand the test of time and adapt to changing needs.

Sustainability and Circular Design

Pyrymyd aligns with modern sustainability trends. Its 3D acoustic panels are made from up to 60% recycled fiber and are 100% recyclable at the end of their life. The product is designed for easy disassembly, with no glued components, facilitating recycling and repair. Moreover, Intra lighting's production process prioritizes sustainability, with plastic-free packaging and energy sourced from a solar plant.

Features that Distinguish Pyrymyd

- **3-in-one:** Pyrymyd acts as a ceiling itself, as an acoustic absorber and light at the same time.
- **Visual Comfort:** Both the LFO and DECO versions offer exceptional visual comfort, with LFO UGR<13, and DECO UGR<16, ensuring no glare.
- **Fire resistance:** Reaction to Fire classification B – s2, d0.
- **Durability and Repairability:** Pyrymyd's modularity allows for on-site repairs and replacement of components, extending its lifespan.
- **Environmental Responsibility:** Made-to-order production reduces waste, and plastic-free packaging minimizes environmental impact.
- **7-Year Warranty:** Intra lighting stands behind the quality of Pyrymyd with a 7-year warranty.

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About Intra lighting

Besides creating architectural luminaires, Intra lighting offers mostly **complete, user centric and energy efficient lighting solutions**. It is a global supplier of innovative lighting for all kind of interiors, focusing green from a wholesome perspective and on many levels: from the choice of the materials and packaging, the way of production, energy consumption, transport, to the health of the employees.

Intra lighting's philosophy is: **Light where it is needed, when it is needed, and as much as needed** which warns about the energy wastefulness and improves people's well-being.

Intra lighting works closely with architects, lighting designers, engineers, and interior designers around the globe to co-create ambitious engaging lighting solutions and the most vibrant spaces.

What places the company among the leaders in our field is **focusing on the user, the thirty-year tradition, constant investments into growth and development, innovativeness, feel for aesthetics**, and nonetheless a **responsibility for the environment**.

The headquarters of the company is in **Slovenia**. It has three production plants – in Slovenia, in Croatia and in Serbia besides **seven offices** – in **Croatia**, in **Serbia**, in **Bosnia and Herzegovina**, at the **Netherlands**, in **Italy**, in the **United Arab Emirates** and in the **USA**. It is constantly strengthening its presence on the international markets.