

# B2B Audience Analysis Results

## Collected Information:

- Host Company:** lucite diakon
- Industry Vertical:** PMMA lighting
- Existing Customers:** Signify, Philips, Ledil, Trux
- Target Industries:** Lighting Manufacturers
- Competitors:** Acme Plastics, Plasticssheetshop, nudec plastic, arpadis
- Company Size:** > 50m revenue
- Country:** UK Ireland Germany France Italy Netherlands Spain Morocco Poland Sweden Norway Denmark Finland

## Analysis and Strategies:

### 1. HOST COMPANY

- Lucite Diakon is a manufacturer of polymethyl methacrylate (PMMA), also known as acrylic glass or plexiglass. PMMA is a versatile material used in various applications due to its transparency, durability, and shatter-resistance. Lucite Diakon specializes in producing PMMA sheets and products for the lighting industry.
- As a supplier of raw materials, Lucite Diakon serves as an upstream provider to lighting manufacturers, offering specialized PMMA solutions tailored to their needs. Their expertise in PMMA processing and customization positions them as a valuable partner for companies seeking high-quality materials for their lighting products.
- To effectively market to their target audience, Lucite Diakon should highlight the benefits of their PMMA products, such as optical clarity, light transmission properties, and design flexibility. Additionally, they could emphasize their capabilities in custom fabrication, color tinting, and other value-added services to cater to the specific requirements of lighting manufacturers.

### 2. INDUSTRY VERTICAL

- The PMMA lighting industry encompasses the production of lighting fixtures, lamps, and related components using PMMA as the primary material. PMMA's unique properties, including high light transmission, impact resistance, and moldability, make it an ideal choice for various lighting applications.
- PMMA lighting solutions are widely used in both indoor and outdoor settings, such as commercial buildings, residential spaces, public areas, and outdoor lighting installations. Manufacturers in this industry produce a range of products, including light guides, diffusers, lenses, and decorative lighting elements.
- To effectively market to this industry, Lucite Diakon could highlight the advantages of PMMA for lighting applications, such as superior optical performance, design flexibility, and durability compared to traditional materials like glass or polycarbonate. Emphasizing PMMA's energy efficiency, eco-friendly nature, and ease of maintenance could also be valuable selling points.

### 3. TARGET COMPANY SIZE

- Companies with over \$50 million in revenue are typically large-scale enterprises with substantial manufacturing capabilities and a significant market presence. These companies often have established supply chains, dedicated research and development departments, and the resources to invest in innovative materials and technologies.
- When targeting companies of this size, Lucite Diakon should be prepared to demonstrate their ability to meet high-volume demands, provide consistent quality assurance, and offer customized solutions tailored to the specific needs of large-scale lighting manufacturers.
- Additionally, larger companies may have stringent procurement processes and require comprehensive certifications, compliance documentation, and robust technical support. Lucite Diakon should be prepared to meet these requirements and provide detailed product specifications, performance data, and technical assistance to facilitate seamless integration of their PMMA products into the target companies' manufacturing processes.

### 4. COUNTRY

- The countries listed (UK, Ireland, Germany, France, Italy, Netherlands, Spain, Morocco, Poland, Sweden, Norway, Denmark, and Finland) represent a diverse mix of European and North African markets. While each country has its unique cultural and economic characteristics, they share several common factors relevant to the PMMA lighting industry:
  - i. Established lighting manufacturing hubs: Several of these countries, such as Germany, Italy, and the Netherlands, have strong lighting manufacturing sectors with well-known brands and companies.
  - ii. Regulatory environment: Many of these countries have stringent regulations and standards for energy efficiency, safety, and environmental impact, driving demand for innovative and sustainable lighting solutions.

iii. Market size and purchasing power: Countries like the UK, Germany, France, and Spain have large domestic markets and significant purchasing power, making them attractive targets for PMMA lighting manufacturers.

iv. Regional integration: Several of these countries are members of the European Union, facilitating trade and regulatory harmonization within the region.

To effectively target these markets, Lucite Diakon should consider factors such as local regulations, cultural preferences, and potential language barriers. Additionally, building relationships with local distributors, attending industry events, and establishing a strong presence in key regional markets could enhance their reach and visibility.

5. EXISTING CUSTOMERS

The existing customers listed (Signify, Philips, Ledil, and Trux) are well-known companies in the lighting industry, providing valuable insights into Lucite Diakon's current customer base and market positioning.

i. Signify (formerly Philips Lighting) and Philips are global leaders in the lighting industry, with a strong focus on energy-efficient and innovative lighting solutions. Their partnership with Lucite Diakon suggests a need for high-quality PMMA materials for their lighting products.

ii. Ledil is a Finnish company specializing in secondary optics for LED lighting, including reflectors, lenses, and optical components. Their collaboration with Lucite Diakon likely involves the use of PMMA in the production of these optical components.

iii. Trux is a German manufacturer of lighting solutions for various applications, including commercial, industrial, and outdoor lighting. Their relationship with Lucite Diakon indicates a demand for PMMA materials in their lighting product range.

These existing customers provide valuable insights into the types of lighting applications and product segments where Lucite Diakon's PMMA materials are currently being utilized. Additionally, successful partnerships with well-established brands in the lighting industry can serve as a strong endorsement and help build credibility with potential new customers.

6. TARGET INDUSTRIES

i. Architectural Lighting  
ii. Automotive Lighting  
iii. Display and Signage  
iv. Outdoor and Street Lighting  
v. Retail and Commercial Lighting  
vi. Industrial and Hazardous Area Lighting  
vii. Sports and Entertainment Lighting  
viii. Medical and Scientific Instrumentation Lighting  
ix. Aerospace and Aviation Lighting  
x. Horticultural and Grow Lighting

While Lucite Diakon's current focus appears to be on lighting manufacturers, the versatility of PMMA opens up opportunities in various industries that require specialized lighting solutions. By expanding their target industries, Lucite Diakon can diversify their customer base and explore new growth opportunities.

For each target industry, Lucite Diakon should highlight the unique benefits and advantages of PMMA for the specific lighting applications, such as durability, light transmission, thermal resistance, or design flexibility. Additionally, understanding the specific regulatory requirements, industry standards, and emerging trends in each target industry can help tailor their marketing efforts and product offerings accordingly.

7. COMPETITORS

i. Acme Plastics: A US-based manufacturer of acrylic sheets and products for various industries, including lighting.  
ii. Plasticssheetshop: An online retailer and distributor of plastic sheets, offering a wide range of materials, including PMMA.  
iii. nudec plastic: A German company specializing in the production and distribution of plastic materials, including PMMA sheets and rods.  
iv. arpadis: A European distributor of plastic materials, offering a variety of products, including PMMA for the lighting industry.

Lucite Diakon's competitors span different segments of the PMMA supply chain, from manufacturers to distributors and retailers. To differentiate themselves, Lucite Diakon should emphasize their expertise in producing high-quality PMMA specifically tailored for lighting applications, as well as their ability to offer custom solutions and value-added services.

Additionally, Lucite Diakon could highlight their sustainability initiatives, certifications, and commitment to responsible manufacturing practices, as these factors are becoming increasingly important in the industry. Providing technical support, comprehensive documentation, and fostering strong relationships with customers could also give Lucite Diakon a competitive edge.

8. TRENDS

i. Energy efficiency and sustainability: There is a growing demand for energy-efficient lighting solutions that contribute to reducing carbon footprints and environmental impact. PMMA's inherent properties, such as high light transmission and durability, align well with this trend.

ii. Smart lighting and IoT integration: The integration of lighting systems with smart technology and the Internet of Things (IoT) is gaining traction, enabling features like remote control, dimming, and data collection. PMMA materials compatible with these technologies could be advantageous.

iii. Human-centric lighting: The focus on lighting solutions that prioritize human well-being and productivity is increasing, driving demand for lighting products that can mimic natural light and adjust to circadian rhythms. PMMA's ability to diffuse and control light could be beneficial in this area.

iv. Customization and design flexibility: Consumers and businesses are seeking more personalized and

visually appealing lighting solutions, fueling the demand for customizable and aesthetically pleasing PMMA products.

v. Outdoor and public space lighting: As cities and communities invest in revitalizing public spaces and improving outdoor lighting, there is growing demand for durable, weather-resistant, and energy-efficient lighting solutions that could leverage PMMA's properties.

9. UNIQUE INSIGHT

A unique insight that could be valuable for marketing purposes is the potential for PMMA to be used in horticultural and grow lighting applications. While not explicitly mentioned in the target industries, the controlled light transmission and diffusion properties of PMMA could be advantageous for optimizing plant growth and yield in indoor farming and greenhouse settings.

As the demand for sustainable and locally sourced produce increases, the vertical farming and controlled environment agriculture industries are experiencing rapid growth. PMMA lighting solutions could offer benefits such as uniform light distribution, energy efficiency, and customizable spectral outputs tailored to specific plant growth stages.

By highlighting this niche application, Lucite Diakon could differentiate themselves from competitors and position their PMMA products as an innovative solution for the rapidly evolving horticultural lighting market. Additionally, highlighting PMMA's suitability for grow lighting could open new avenues for collaboration with companies in the agriculture and food production sectors.

10. REFINE TARGET AUDIENCE

The information provided can be used to refine the target audience for Lucite Diakon's marketing efforts in several ways:

i. Geographical focus: Concentrate marketing efforts on the listed European countries and explore opportunities in emerging markets like Morocco, where the lighting industry may be growing.

ii. Company size: Prioritize larger companies with over \$50 million in revenue, as they have the resources and scale to accommodate Lucite Diakon's high-volume PMMA supply and custom solutions.

iii. Industry segments: Expand beyond the core lighting manufacturers to target related industries such as automotive, display/signage, outdoor/street lighting, and potentially explore the horticultural lighting market.

iv. Existing customer relationships: Leverage successful partnerships with notable brands like Signify, Philips, Ledil, and Trux to establish credibility and gain referrals or recommendations.

v. Competitor analysis: Identify areas where Lucite Diakon's offerings can differentiate from competitors, such as customization capabilities, technical support, or sustainability initiatives, and tailor marketing messages accordingly.

By combining these factors, Lucite Diakon can create more focused and targeted marketing campaigns that resonate with specific audience segments, increasing the likelihood of successful conversions and customer acquisition.

11. POTENTIAL CHALLENGES

i. Competition from established players:  
The PMMA lighting industry is likely to have well-established competitors with strong market positions and long-standing relationships with customers. Lucite Diakon may face challenges in differentiating themselves and gaining market share.

To overcome this challenge, Lucite Diakon should focus on highlighting their unique strengths, such as customization capabilities, technical expertise, or sustainability initiatives. Building strong relationships with key decision-makers, providing exceptional customer service, and offering competitive pricing or value-added services could help them stand out from the competition.

ii. Regulatory and compliance requirements:  
The lighting industry is subject to various regulations and standards related to product safety, energy efficiency, and environmental impact. Failure to comply with these requirements could result in legal and financial consequences, as well as damage to the company's reputation.

To mitigate this challenge, Lucite Diakon should invest in thoroughly understanding and adhering to relevant regulations in their target markets. Collaborating with industry associations, obtaining necessary certifications, and implementing robust quality control measures can help ensure compliance and build trust with customers. Additionally, staying informed about emerging regulations and proactively adapting to changes can give Lucite Diakon a competitive advantage.

12. COUNTRY TARGETS

- i. Osram GmbH (Germany)
- ii. Zumtobel Group AG (Austria)
- iii. iGuzzini illuminazione S.p.A. (Italy)
- iv. ERCO Leuchten GmbH (Germany)
- v. Glamox AS (Norway)
- vi. Derungs Licht AG (Switzerland)
- vii. Targetti Sankey S.p.A. (Italy)
- viii. Louis Poulsen A/S (Denmark)
- ix. Feilo Sylvania (Belgium)
- x. LEDS C4 (Spain)

13. CREATIVE IDEA

One creative marketing tactic that Lucite Diakon could explore is the development of an interactive, web-based configurator tool. This tool would allow potential customers, such as lighting manufacturers or designers, to virtually experiment with different PMMA materials, colors, textures, and shapes to

visualize their desired lighting product designs.

By providing a user-friendly interface and realistic renderings, the configurator tool could showcase the versatility and customization possibilities of Lucite Diakon's PMMA offerings. Users could explore various lighting scenarios, experiment with different material combinations, and even request quotes or samples based on their customized designs.

This interactive approach not only enhances the customer experience but also positions Lucite Diakon as an innovative and customer-centric company. Additionally, the configurator tool could collect valuable data on user preferences and design trends, informing future product development and marketing strategies.

14. USEFUL RESOURCES

i. European Lighting Companies Database:  
<https://www.europages.co.uk/companies/lighting%20equipment.html>  
ii. Lighting Industry Association (UK): <https://www.thelia.org.uk/>  
iii. Lighting Europe (Industry Association): <https://www.lightingeurope.org/>  
iv. Plastics Europe (Industry Association): <https://plasticseurope.org/>  
v. European Commission - Energy Efficient Lighting: [https://energy.ec.europa.eu/topics/energy-efficiency/energy-efficient-products/lighting\\_en](https://energy.ec.europa.eu/topics/energy-efficiency/energy-efficient-products/lighting_en)  
vi. Vertical Farming World (Industry News): <https://verticalfarmingworldnews.com/>  
vii. Horticultural Lighting Conference: <https://www.horticulturallighting.eu/>  
viii. Lighting Research & Technology (Journal): <https://journals.sagepub.com/home/lrt>  
ix. Lighting Design & Application (Magazine): <https://www.ies.org/publications/lighting-design-application/>  
x. International Commission on Illumination (CIE): <https://cie.co.at/>

Back to Form