



■ Coemar Lighting was founded in 1933 (2, inside the first Coemar factory). While today, headed by Bruno Dedoro, the company has a range of almost 200 products, Coemar started off manufacturing navy signalling lights during the Second World War as well as studio and stage luminaires (1, an early Coemar luminaire).

● *Coemar Lighting a été créé en 1933 (2, à l'intérieur de la première usine Coemar). Alors qu'aujourd'hui, dirigée par Bruno Dedoro, l'entreprise qui offre un éventail de presque deux cents produits, a commencé par produire des éclairages de signalisation pour la marine durant la seconde guerre mondiale ainsi que des luminaires de scène (1, un des premiers luminaires Coemar).*

▼ Coemar Lighting wurde im Jahre 1933 gegründet (2, in der ersten Coemar-Fabrik). Währenddem die Firma hetzt unter der Leitung von Bruno Dedoro eine Auswahl von beinahe 200 Produkten hat, begann Coemar mit der Herstellung sowohl von Marine-signalscheinwerfern im Zweiten Weltkrieg als auch von Studio und Bühnenscheinwerfern (1, ein früher Coemar Scheinwerfer).

Today, an impressive range of almost 200 products is turned out by the 70 plus in-house employees, backed by specialised sub-contracted firms, manufacturing semi-finished components and electronics. "Our company income doubled every year from 1974 to 1980," claims Dedoro, "and the upward trend has continued ever since. Although we now export half our product output, the boost which allows product development comes without doubt from a very healthy domestic market, due to a thriving dance venue sector in Italy, particularly in central and northern areas. Italians spend more in clubs and discos than in any other form of entertainment."

Coemar now has 20 distribution centers in Italy and over 20 distributors worldwide. "Our aim has always been to come up with products which are constantly innovative, a factor which is greatly helped by the Italians' in-born creative flair, aided by today's state-of-the-art technology. Our stuff is high-quality, and somewhat avant-garde. It took some years, but consumers

have finally realized that although the purchase of a Coemar luminaire or light effect could mean higher initial outlay, the quality of our components offers real reliability, a warranty against expensive and sometimes dangerous breakdowns at a later date."

The boost which allows product development comes from a healthy domestic market.

The attention which Coemar pays to quality is particularly noticeable in the lamp sector, in which they have collaborated for years with the leading manufacturers to develop ideal light sources for their luminaires and effects projectors. They have a especially fruitful collaboration with Philips Lighting, who together have created the 500w Fabolux, the 250w Dilux, and the 150w 40v Discolux lamp,

which includes among its features the solution to internal short-circuiting.

Along with its lines of PC, fresnel, profile, and followspots, Coemar has also been at the forefront of effects technology. Their latest addition is the mighty Jupiter scanner, with 700w or 1200w lamps and a 12-colour and 12-gobo cassette wheel giving a choice of 100 patterns.

While Dedoro stresses the importance of the roles his employees and collaborators play, Coemar also succeeds due to Dedoro's hands-on approach to his company. On any day he can be found on the factory production line, personally checking the finished product, in the R & D department, in the test lab, or jetting around the world opening new commercial frontiers. "In spite of an uncertain overall market situation at present, in which several manufacturers are putting Coemar ideas to use, attempting to turn out economic copies of our product, we are and intend to remain the number one at world level."